

# AMERICAN

## CATTLE PRODUCER

SD  
447  
IN THIS ISSUE  
1,000 TO 1

UNIVERSITY  
OF MICHIGAN

NOV 16 1955 THE BULL  
FEEDING  
• FORESTHILL  
LIBRARY

B  
Lev

• THE CATTLEMAN'S BUSINESS MAGAZINE

Torod

NOVEMBER 1955





# YOU

**are the key man in this program**

Please consider for a moment what it would mean to your association if each member would

**bring into the membership ONE FRIEND**

The association would double its membership overnight and have increased effectiveness immediately. Won't you talk to a friend today . . . get him to fill out the application below . . . mail it in and we will send you the individually engraved tie-chain. Your fellow cattlemen will know you did your part to build a bigger and stronger association.

## LADIES, TOO

can wear the sterling silver emblem of service to the industry. Why not get this pin in time for the New Orleans convention?



American National Cattlemen's Assn.,  
801 East 17th Ave.,  
Denver 18, Colo.

Gentlemen:

I am enclosing the dues (basis 7¢ per head; minimum \$10 annually) of the new member I have secured and his signed membership application blank. Will you please send the tie clasp to me at the following address:

(Name) .....  
(Please print)

(Street or R. F. D.) .....

Town) ..... (State) .....

### MEMBERSHIP APPLICATION

Date..... 1955

I hereby subscribe to the American National Cattlemen's Association \$..... for membership the current year, which includes a year's subscription to the American Cattle Producer and Cow Business.

(Name) .....

(Street or R. F. D.) .....

Town) ..... (State) .....

AMERICAN CATTLE PRODUCER



# FRANKLIN

## Protect Against Winter Losses!

With the coming of chilly wet weather the hazard of disease loss is greatly increased.

**Shipping Fever  
Pneumonia  
Foot Rot  
Calf Diphtheria  
Coccidiosis**

Your Best Combination in the treatment of these and similar complex infections is FRANKLIN TRI-SULFA and FRANKLIN PENICILLIN-STREP-TOMYCIN SOLUTION.

The combined use of these sulfonamides and antibiotics gives maximum antibacterial effect, with specific action against a wide range of infections.

A supply on hand for prompt administration at the first appearance of symptoms could prevent serious losses.

Don't take chances with deadly Blackleg! All purchased stock should get a precautionary dose of

**FRANKLIN CL  
CHAUVEI-SEPTICUS  
BACTERIN**

the leader in prevention of Blackleg and Malignant Edema.

### DON'T FEED LICE ALL WINTER!

Lice lower condition, making your cattle more susceptible to disease, and hindering weight gains.

Fall dipping or spraying with the powerful

**FRANKLIN LICE-TICK  
DIP or SPRAY**

is your best bet for controlling all such parasites of cattle, sheep, goats, horses and hogs.

In both liquid and powder concentrates ready to mix with water.

### Help for Fall Handling of Calves!

#### Dehorning Supplies

Franklin offers a variety of tools that help give a fast, clean job of removing horns:

The BARNES  
The KEYSTONE  
The LEAVITT and  
TUBE DEHORNERS  
FRANKLIN SAW,

specially designed for dehorning.

BLOOD STOPPER, PROTEC, DEHORNING PAINT are popular for dressing dehorning wounds.

#### Branding Supplies

Franklin COPPER BRANDS hold heat, burn evenly.

BRAND-EM-OL Liquid convenient for branding large animals difficult to restrain, and for small groups of cattle.

L & H ELECTRIC BRANDER—  
The hottest thing in branding.

See Dealer's demonstration.

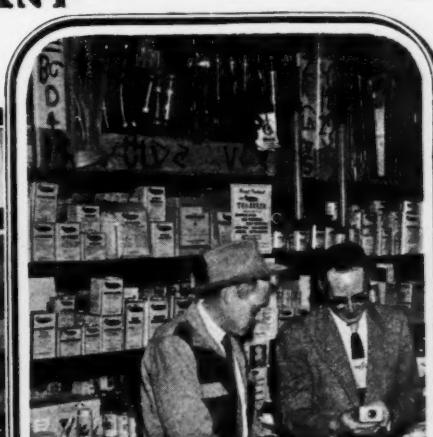
## O. M. FRANKLIN SERUM COMPANY

DENVER KANSAS CITY WICHITA ALLIANCE AMARILLO  
FT. WORTH MARFA EL PASO MONTGOMERY LOS ANGELES  
PORTLAND SALT LAKE CITY BILLINGS CALGARY



#### GET FREE CATALOG

A world of helpful information on improved methods of handling livestock is contained in the big Franklin catalog. Free from local dealers or any Franklin office.



#### HELP CLOSE AT HAND!

Your local Drug Store Franklin Dealer offers you both convenient stocks of Franklin Products and a knowledge of their proper use.



To THE  
EDITOR

# When you are on the Spot

Call



the  
railroad with over 13,095 miles  
of track to put your shipment  
where you want it!

Santa Fe serves a vast territory handling a multitude of commodities with a greater fleet of freight trains. Put the "know-how" of Santa Fe to work for you when you are on the spot with a shipping problem.

There are 62 Santa Fe Offices from 'coast-to-coast' with one in your territory as near as your telephone. Call today.

**IDAHO REPORT**—Weather-wise, we have had a wonderful fall in Idaho. There have been some good rains over most of the state, but they have not caused much if any damage to crops. Harvest has been very good, as has the yield. Cattle prices are the same as in other parts of the country. Hay prices range from \$15 to \$25 in the field per ton. Snow in the high country. Fall feed has been very good. Cattle came off the range in excellent condition this fall. Most all range land was very good, so the cattle did very well.—**Bob Henderliser**, assistant secretary, Idaho Cattlemen's Assn., Boise, Ida.

**FROM AN OLD FRIEND**—Kindly accept my check for dues. I have retired from the cows after 62 years of active service. Will you please let me

(Continued on Page 23)

## IN THIS ISSUE

The Bull	9	Markets	12
1,000 To 1	24	Breeds, Sales	32
Editorials	7	Galloway	36
Lookout	5	Charcross	37
Feeding	16	Ladies' Page	28
Assn. Pres.	38	C.B. Chimes	29
Natl. at Work	8	Junior Letter	22
Assn. Offers	21	Assn. Notes	22
Public & You	8	Obituaries	38
Beef	14	Personals	38
Research	18	Statistics	31
Research Study	18	Letters	4



VOL. 37, NO. 6

NOVEMBER 1955

(Published monthly at 801 E. 17th Ave., Denver, Colorado, by American National Livestock Association Publishing Company. Entered as second-class matter June 11, 1919, at Post Office, Denver, under Act of March 3, 1879. Application for re-entry at Lincoln, Nebr., pending. Acceptance for mailing at special postage provided for in Section 1103. Act of October 3, 1917, authorized on September 21, 1921. Subscription price: U. S. \$2 a year; Canada and foreign, \$2.50.)

801 EAST 17TH AVE., DENVER 18, COLO.

F. E. MOLLIN..... Managing Editor  
DAVID O. APPLETON..... Editor  
RADFORD HALL..... Business Manager

Officers of the American National Cattlemen's Association:

President—Jay Taylor, Amarillo, Tex.  
First Vice-President—Don Collins, Kit Carson, Colo.  
Second Vice-Presidents — A. R. Babcock, Moore, Ida.; N. H. Dekle, Brusly, La.; Don Short, Medora, N. D.; O. W. Lynam, Burnett, Kan.; Hayes Mitchell, Marfa, Tex.  
Executive Secretary—F. E. Mollin, Denver, Colo.  
Assistant Executive Secretary—Radford Hall, Denver, Colo.  
Traffic Manager—Charles E. Blaine, Phoenix, Ariz.  
Assistant Traffic Manager—Calvin L. Blaine, Phoenix, Ariz.  
Field Representative—Russell Thorp.

Membership dues in the American National Cattlemen's Association: 7 cents per head of cattle owned, \$10 minimum, annually.

AMERICAN CATTLE PRODUCER

# The Lookout

wise, we  
Idaho.  
ns over  
ave not  
o crops.  
has the  
ne as in  
y prices  
ield per  
y. Fall  
le came  
tion this  
as very  
ll.—Bob  
y, Idaho

ndly ac-  
ave re-  
years of  
e let me

12
32
36
37
ge 28
es 29
ter 22
s 22
38
38
31
4

ODUCER  
NESS MAGAZINE

IBER 1955  
7th Ave.,  
National Live-  
Company, En-  
1, 1919, at  
March 3,  
Lincoln,  
mailing at  
1103  
on Sept-  
e: U. S.  
50.

8, Colo.  
ng Editor  
Editor  
Manager  
attlemen's  
ex.  
Kit Car-  
Babcock,  
La.; Don  
ham, Bur-  
n, Tex.  
Denver.  
ford Hall.  
Phoenix.  
L. Blaine.  
National  
r head of  
y.

ODUCER

**Cattle slaughter** is likely to recede from its seasonal mid-fall high but hog slaughter will continue seasonally upward to a November or December top. The USDA, which makes this observation, also sees the total output of meat in coming months remaining at record or near-record volume.

**Large marketings** of all cattle, both fed and breeding stock, have prevented seasonal price increases for fed cattle this fall. Total cattle slaughter under federal inspection in September was up 15 per cent from July and 7 per cent from the previous September.

On Oct. 1 cattle on feed in 13 states numbered 19 per cent above a year earlier. While part of the increase comes from earlier dates of turning cattle off pasture into feedlots, the sizable supply of fed cattle for slaughter the next few months will limit any price advance.

Fed steer and heifer prices seem unlikely to improve greatly in the near future and will remain considerably below the highs of December-January last winter.

**A hog purchase program** to include about 170 million pounds of dressed pork and about 30 million pounds of lard was announced on Oct. 24 by Agriculture Secretary Benson. Under the plan, the government would come to the aid of hard-pressed hog producers "as soon as practicable" by buying \$85 million worth of their product, to be used in the school lunch program and for relief and welfare agencies.

September hog slaughter was 50 per cent above July and 8½ per cent over September 1954; the larger supplies were influencing price, with some further seasonal price decline considered likely at the time of Secretary Benson's announcement. Purchases will be based on actual demand to avoid stockpiling. The end result was expected to be marketing of hogs at lighter weights.

**Lamb prices** have held up well for the season, averaging a bit over those of the same time last year. Wheat pasture condition (probably improved sufficiently by late-September rains to provide some late feed) was expected to influence demand and prices for feeder lambs.

**Crop output** in 1955, said the Oct. 1 crop report, will total the second largest of record. September developments were favorable for most crops, with a sizable increase indicated for cotton and moderate increases for hay, sorghum grain, rice, peanuts and tobacco. Prospects for soybeans, flaxseed and potatoes showed some deterioration.

With record output of livestock products, combined production of farm products this year may total around 2½ per cent above the 1954 record.

**Economic activity** is continuing to expand in the final months of 1955. Preliminary estimates for the third quarter indicate the gross national product is at a record \$392 billion—about 9 percent above a year earlier.

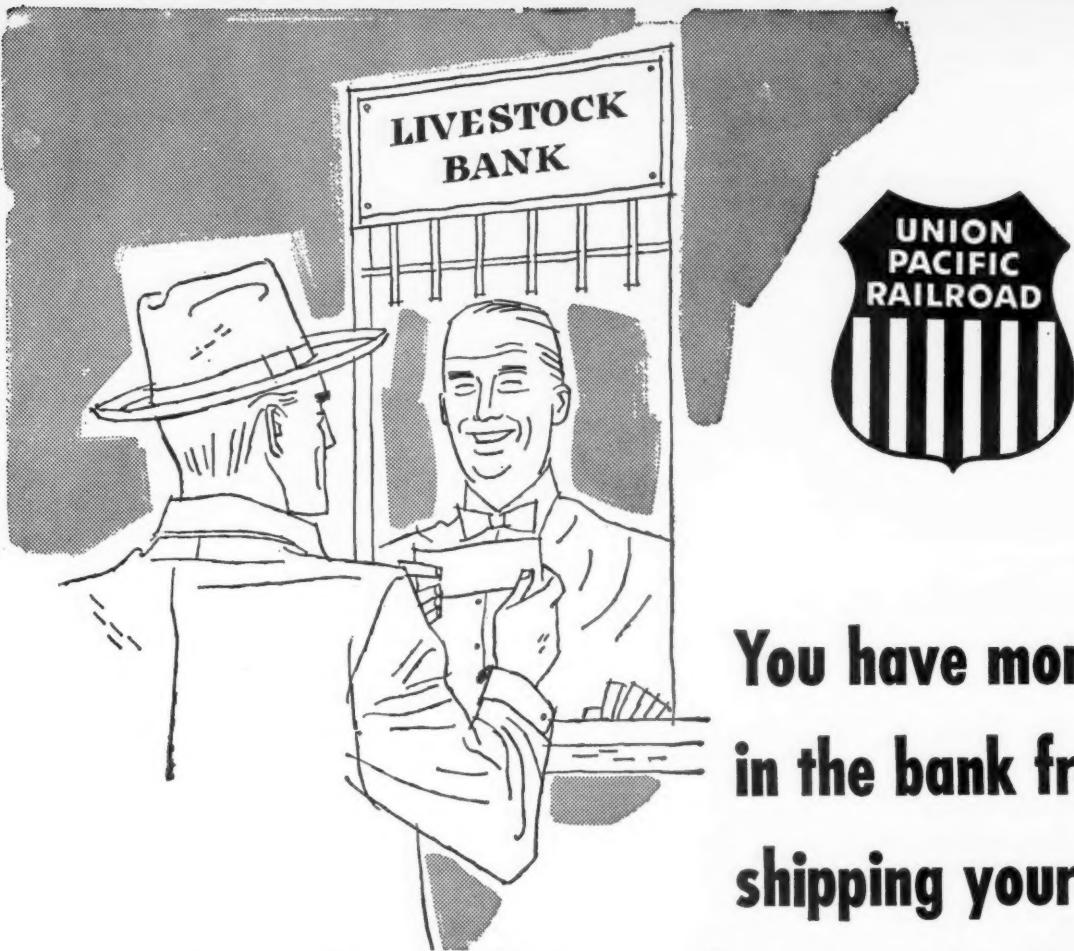
Rising activity has contributed to a gradual increase in prices of industrial products and non-agricultural raw materials in recent months.

**Rising consumer incomes** (the average weekly pay of factory workers in September reached an all-time high of \$77.90 and further gains are expected in coming months) and increased use of credit are supporting buying at record rates. Business investment outlays for inventories and for new plants and equipment were increasing. Employment continued high and industrial output rose to a new record in September. Auto production dropped sharply but briefly in early October with shutdowns for model changeovers.

Manufacturers' sales and new orders rose and order backlog increased further. Steel production continued high with mill orders booked through the year and into 1956. Construction activity held at record levels as the decline in residential building was largely offset by increased commercial construction.

**Farm real estate** according to USDA estimate was worth \$94 billion as of July 1—an increase of 3 per cent since Mar. 1 and 5 per cent from a year ago.

Values in 36 states showed gains of 2 per cent or more since last year; largest rises occurred in the central Corn Belt and in Texas, Louisiana and Florida, with gains ranging from 5 to 8 per cent. Only three states—Maine, Vermont and Wyoming—reported values well below a year earlier.



## **when it reaches market in top condition!**

Quality handling of quality livestock is an important part of our service. Our record—the lowest loss rate in over ten years—is your proof that we are care-conscious.

There is good reason for our record. In stockyards and in train service our men are constantly at work to eliminate hazards and to avoid practices detrimental to top condition of livestock. Our program is a continuing vigorous effort to give the best handling by:

1. Use of stair-step rail chutes for sure-footed loading and unloading.
2. Maintaining up-to-date stockyard-feedyard facilities.
3. Elimination of whips, canes and other harmful implements.
4. Construction of stock cars with minimum of obstructions and incorporating latest type of protective interiors.
5. Supplying adequate bedding.
6. Furnishing quality feeds and ample fresh water.
7. Giving proper protection in all kinds of weather.
8. Operating fast through schedules with smooth train handling.

*For dependable livestock shipping, be specific, ship*

# **UNION PACIFIC RAILROAD**

A  
A ju

CNE  
industry.  
Right now  
has —the  
out regis  
Lives  
just abo  
profit r  
some ti

You  
of thing  
produce  
bile ma  
beyond  
gets th  
We d  
to cattl  
sales-pu  
able jo  
The pr  
running

We o  
some w  
industr  
instead  
prices.

An  
demanda  
prosper  
We h  
derly m  
a sectio

We v  
certain

Way

THI  
time co  
New O  
when y

Uni  
for rou  
New O  
Portlan  
Salt La  
\$90.70;  
leave P  
acific ar  
round-t  
quotes

Stoc  
can tal  
cluding  
and We  
\$268.40  
City, \$

NEW  
trusts,  
it is no  
perhaps  
visitor

Novemb

## Adjusting Supply to Demand

ONE OF THE BIG PROBLEMS facing the cattle industry is how to adjust production to consumption. Right now the question looms as important as it ever has—the old problem in agriculture of supply without regard to demand.

Livestock these days are being sent to market just about in the right numbers to keep any possible profit margin nil—and that has been going on for some time.

You never see other industries doing this sort of thing. Imagine the steel industry continuing to produce steel when it has no orders. Or the automobile manufacturers. Occasionally they get a little beyond the demand level, but a sales push usually gets them through the jam.

We don't know how to apply industry's shutdown to cattle production. The cattleman has used the sales-push method, and last year it did a remarkable job in getting surplus beef into consumption. The program is still going but marketings are outrunning demand.

We do not know the answer to all this, but some way will have to be found through which the industry can better adjust production to demand, instead of overproducing and taking a licking on prices.

**And this is happening in a year of the best demand for meat in history—and the greatest prosperity.**

We have listened in on cattlemen's talks on orderly marketing and we have even seen it tried in a section or two—unsuccessfully.

We wish we knew the answer to this problem. It certainly presents a challenge to the industry.

## Ways to Get to New Orleans

THIS SEEKS A GOOD TIME, with convention-time coming along fast, to talk about ways to get to New Orleans, costs of the trip, and what you can see when you get there:

Union Pacific Railroad quotes the following prices for round-trip first-class fares from points shown to New Orleans and return. (Prices include tax.) From Portland, \$155.93; Boise, \$135.63; Pocatello, \$125.73; Salt Lake City, \$117.15; Rawlins, \$101.86; Cheyenne, \$90.70; Denver, \$86.85. Delegates from Arizona can leave Phoenix the morning of Jan. 7 by Southern Pacific and arrive in New Orleans the next afternoon; round-trip fare, \$165.45. By plane, American Airlines quotes \$185.79 round trip.

Stockmen from the Denver area who wish to fly can take a Braniff plane for \$159.61, round-trip, including tax. The round-trip air fares from Northwest and West Coast cities would be: From San Francisco, \$268.40; Billings, \$231; Portland, \$295.46; Salt Lake City, \$218.24; Boise, \$248.49; Seattle, \$312.95.

\* \* \*

NEW ORLEANS as a city is one of striking contrasts, of unique attractions and charm. It is old and it is new—a city of business and of pleasure. It is perhaps the only city in this country that gives the visitor the feeling that he is both in the United States

and out of them. With its famed French Quarter, its old homes with their ironwork balconies and patios on the one hand, and its modern city with wide streets, spacious residences, parks, miles of docks, industrial establishments, shops and restaurants on the other, it offers the sightseer a feeling of "atmosphere" that can seldom be found elsewhere.

\* \* \*

**THE CONVENTION PROGRAM** is shaping up, various committees are arranging their programs for presentation at the meeting, well over a thousand cattlemen have made reservations. As for some of the varied entertainment, there will be a ride around the New Orleans harbor and down the Mississippi on the steamer President. Cattlemen are also offered a post-convention three-day trip to Yucatan, Mexico (See Page 11).

So may we repeat. Now is the time to make your reservation if it isn't already done. Write to: Emmett Bieger, Jung Hotel, New Orleans, La. Please specify time of arrival and length of stay.

## A Word to the Youngsters

IN ANY INDUSTRY the men who are its leaders hope and expect that the young people now growing up will be interested and capable of stepping up to take their places as leaders in turn. . . . They do not all have to be leaders in the literal sense of the word—but their active participation is wanted and needed.

The American National is no exception to this kind of thinking. As it approaches the milestone of its 59th annual convention, it is preparing to do more than just welcome delegates to a meeting . . . each year it also welcomes more of the young people into its senior leadership. And that is as it should be.

The livestock business is one into which most of its participants grow by a natural process of succession. In years past some people have perhaps seen it as "a good thing to get into" and have climbed aboard for a while in hopes of making money and then maybe stayin' in, maybe gettin' out.

But the men who have done best by the industry and have themselves done best in it are generally not the ones who have jumped into it in the middle somewhere. They have, mostly, been the ones whose fathers and uncles and grandfathers have produced cattle through the years; they're the ones who have grown up in the atmosphere of the cattle business and started to be a conscious part of it at an early age. To people like that, it's a way of life—and a good one.

\* \* \*

**THE MODERN YOUNGSTER** is pretty much of an individual. In no other calling does he have greater opportunity or better justification for standing on his own feet and becoming a recognized member of the community in his own right. As the association rounds the turn into its 60th year, it anticipates that more and more such young men and women, having in the past several years had their own Junior organization, will capitalize on that extra incentive and be even more eager to side up with Dad and share equally with him the occasional worries and many satisfactions of being working cattlemen.

# The 'National' At Work

**PRESIDENT JAY TAYLOR** is again urging cowmen to invest in U. S. Savings Bonds. In a Treasury Department folder this "top hand" is quoted: "The U. S. Savings Bonds are as dependable as a smart cutting horse and just as handy in a tight spot." After a successful campaign last fall, the American National's public relations committee is also cooperating again with the Treasury Department. Many state cattle groups are planning special programs with local Savings Bond committees.

\* \* \*

**CHAIRMAN BILL FARR** of the association's feeder committee has announced a meeting of his group on Nov. 30 in Chicago—during International Stock Show week. It will be a sort of pre-planning meeting to consider a long-range program to be acted upon at the committee's regular meeting during the National convention in New Orleans.

\* \* \*

**CHAIRMEN WATKINS** Green and N. H. Dekle of Louisiana, who are heading the arrangements committee for the National convention in New Orleans, met Nov. 7 with Assistant Secretary Rad Hall to wind up plans for the big meeting there Jan. 9-11. A. P. Parham, secretary of the Louisiana association, was also in on the conference.

\* \* \*

**ALAN ROGERS**, Ellensburg, Wash., chairman of the American National's research committee, reports the remarkable return of 81 per cent in a questionnaire sampling on the subject of needed research work to help the cattlemen in their operations. The Washington State College actively cooperated in the venture. A story on the subject appears elsewhere in this issue.

\* \* \*

**TOM ARNOLD**, chairman of the livestock sanitary committee, attended a meeting of the National Brucellosis Committee in Chicago Oct. 26 . . . and a conference called by the Agricultural Research Service to discuss new cattle diseases like red nose, mucosal diseases and viral diarrhea . . . He will attend a third meeting in Chicago some time in November.

\* \* \*

**STAFF MEMBERS'** schedules included: First Vice-President Don Collins—testimony before the Ellender committee in its New Mexico hearing on the farm program problem; Secretary F. E. Mollin—talks before the Nevada convention (Elko, Nov. 3-4) and the California meeting (Red Bluff,

Dec. 8-10); Assistant Secretary Rad Hall—attending the Florida convention (Panama City, Nov. 8-10); Fieldman Russell Thorp—attending the North Dakota quarterly meeting (Bowman, Oct. 8); Publicity Director Lyle Liggett—field trip through western feeding areas after a previous tour through the Corn Belt section; Dave Appleton, PRODUCER editor—attendance at formation of new Duchesne Cattle Association in Roosevelt, Utah, which signified intentions to affiliate with the state and National organizations.

## The Public . . . And You BY LYLE LIGGETT

**WILL MRS. HOMEMAKER PAY** \$3.68 a pound for tenderloin; \$1.04 for a pound of pot roast; or more than \$2 for a pound of sirloin?

Fantastic? No, not unless the housewives of Detroit, Boston, Kansas City have really gone beef crazy.

It is in these three cities that Swift & Company is conducting full-scale marketing tests of a new frozen "red meat" line, each cut selected for its tenderness, boned, trimmed and packaged in a colorful foil wrapped carton.

Swift experimented (disastrously) with boned, frozen cuts several decades ago, but consumers were not ready for them then—no home freezers.

But the new frozen line, encompassing major cuts of beef, veal, pork and lamb, appears headed for general acceptance—a situation suggested in a PRODUCER editorial several months ago.

Producers and feeders on a recent "Swift trip" were goggled-eyed to watch Boston housewives pass up choice and prime porterhouse steaks on sale at 75 to 90 cents a pound, bone in, to pay the \$3.68 for pound packages of frozen tenderloin, five-pound cartons of boned rib roast at \$1.40 a pound, stew beef at 80 cents a pound, and top boned round steak at \$1.24 a pound. Round steak—which isn't endowed with too much bone anyway—was selling down the counter at 69 cents a pound . . . comparable quality, too.

And the cowmen and feeders discovered that Swift officials were fairly well pleased at the way homemakers had been taking to this new method of merchandising beef.

Witnessing the experiment led to some searching questions.

"Why are the prices so high?"

Well, it's an experiment. Like all experiments, it takes carefully controlled standards to judge results. There's a high labor factor, special equipment for sub-zero freezing, special trucks to deliver to stores, sub-zero freezers in stores. Obviously the prices will adjust themselves once it gets in mass production.

"Will the cost of trimming, packaging and sub-zero storage make the final price too far out of line with fresh beef?"

We don't know, but obviously the cost is bound to be higher. Guesses range from averages of 12 to 25 cents per pound, depending on the cut.

"If Mrs. Homemaker takes to this type of meat sales, what will happen to total beef sales? Will she buy as much total beef, or will she shoot her week's budget on one large boned and trimmed rib roast at \$7?"

Hard to say, but studies of other frozen foods indicate that she'll serve more beef because of its guaranteed tenderness and the frozen packages will be handy in her refrigerator or freezer. We wouldn't have started the experiment if we hadn't thought it would sell more meat.

"Your packages do not show price-per-pound. Isn't that playing upon the gullibility of the consumer like the new prepackaged luncheon meats which are six ounces instead of the usual eight ounce packs?"

No, the consumer wants to know what it will cost her for this or that cut of meat.

"What about manipulation of the live cattle market if packers and retailers can store their meat supplies?"

Storage of sufficient supplies materially to affect the market appears out of the question because of the extremely high cost of subzero warehousing and the cost of the credit involved in tying up dollars in a stock of meat. Besides, packers would tend to buy heavy and thus bolster prices at times of heavy supply. Questioners, however, presumed that the "peaks" would also disappear and that storage and financial problems could be surmounted should frozen cuts reach a profitable popularity.

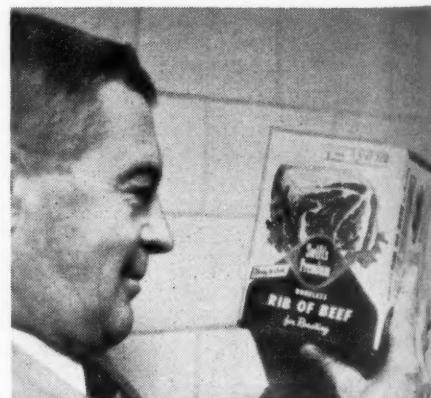
"How do union butchers in retail shops react to prepackaged meats?"

So far they look at it as a supplement to their meat sales. They consider it a plus item.

"Are the grocers accepting the new line with enthusiasm?"

Some are, some aren't, usually dependent upon their willingness to devote display freezer space to it. A considerable investment is needed for freezer space, but we're trying to prove

(Continued on Page 23)



Ralph Miracle, secretary of the Montana Stockgrowers Association, inspects a package from the new frozen "red meat" line of Swift & Company on a recent visit to Boston supermarkets.

(Excerpt  
before  
Columbi  
Robert V  
Meat Ins

FOR  
the w  
fiction,  
and spe  
dows int  
each pro  
re-build

Scienc  
ated ma  
during  
we shift  
to a pr  
are now  
predomi  
commun  
pace wi  
for bro  
pose o  
sorely  
semanti  
the rura  
sumer.

It is  
as the  
pigs, sh  
mals pr  
The bu  
of land  
Indeed,  
an esse  
and eve  
Ancient  
the orig  
our alph  
alphabet  
a bull,"  
in "The  
Calenda  
Pacific  
the last  
a mark,  
Tor, or  
the Gre  
Two bu  
of the

Novem

# The Bull— Symbol Through The Ages

(Excerpts from an address delivered before Annual Writers Conference, Columbia University, New York, by Robert West Howard of the American Meat Institute, Chicago.)

**FOR MORE THAN 5,000 YEARS,** the writer has used poetry, drama, fiction, essays, news stories, articles and speeches as methods to build windows into the semantic walls of Babel each profession and region builds and re-builds around itself.

Science and technology have created many walls of Babel in America during our lifetime. Simultaneously, we shifted from a predominantly rural to a predominantly urban people and are now well down the road to being a predominantly suburban people. Our communications have failed to keep pace with the change. There is need for broad, new windows. The purpose of this paper is to outline a sorely needed window on the vast semantic wall that exists between the rural producer and the urban consumer.

It is proper that we use the bull as the symbol for the billion cattle, pigs, sheep and other domestic animals produced each year in the U. S. A. The bull has been the primary symbol of land productivity for 10,000 years. Indeed, we must acknowledge him as an essential of every book published, and every sentence we utter and write. Ancient symbols for the bull were the origins of the letters A and Z in our alphabet. "The first letter of the alphabet is Alpha, the Hebrew Aleph, a bull," reports Dr. Hugh A. Moran in "The Alphabet and the Ancient Calendar Signs" recently published by Pacific Books. "Strangely enough, the last of all in the Hebrew is Taw, a mark, a sacred symbol, the Aramaic Tor, oryx or ox, the Arabic Thaur, the Greek Tauros, the Latin Taurus, the Germanic Thor, the Thunderer. Two bulls? The first and last letter of the alphabet a bull?"

From the sleek, massive statues in the hundred-column hall of Xerxes at Persopolis to the "John Bull" symbol of the British Empire, and the "bull market" of Wall Street, earth's recorded centuries echo tribute to this sire of the domestic animals . . . the lord of the range and king of workbeasts. From his lineage, ancient and medieval man obtained the motive power for ploughs and wagons, meat and dairy products for food, leather for clothing, footwear and industrial equipment, horn for tools and vessels, hair for bedding, hats and shelters, bone for utensils and fertilizers for the rejuvenation of croplands.

The cedars cut from Lebanon required centuries to replace. The gold mined at Ophir left a hole in the earth. The amber washed up on the Baltic shores needed a series of cataclysms and a million years of aging to produce a second crop. Minerals, coal and oil deposits produced just one harvest per planet. Only the bull and his botanic environment grew new supplies and new wealth for the human race year after year.

Small wonder that the Romans measured their worldly goods in terms of cattle, to give us the word "pecuniary", and that "bull" became the standard simile for power and productivity in a dozen Old World tongues.

**THE BULL** and his subjects played as massive a role in America's development as they had in Europe's. Spanish cattle came to the American mainland in 1520. Many of the Indian nations of the Southeast operated cattle and pig ranges before 1700. The first exports out of New England were pickled beef and pork to the West Indies. The first American cowboys drove cattle along the Bay Path from Springfield to Boston, Mass., 300 years ago this spring.

Tobacco, report the school history books, was the source of early prosperity in Virginia, Maryland and the Carolinas. But the tobacco crops were dependent on the cattle industry in two ways: Cattle herding formed the first wave of settlement all across the South, out of Jamestown, Charles-town and the other pioneer landings. First came the hunters and traders. A few years later the cowboys showed up with thousands of black and red cattle. Finally came the farmers and planters. Cattle were the land-openers of the U. S. A. for 250 years clear through to the Rockies.

As for those tobacco fortunes of the Old South, they were largely dependent on the fertilizers obtained from livestock. Tobacco, like cotton and corn, is a heavy consumer of soil minerals. The cycle of exchange, for endless human profit, between plant and domestic animal is the world's



oldest, and most powerful, magic. Cattle eat grass, clover and corn and, in three years, increase from 25 to 1,500 pounds in weight. The minerals in their excrement help to restore the soil's fertility to enable it to produce new crops. Literally, the tobacco crops as well as the food and industrial products of the animals were "for free"—a gift of the sun, the rain and this magic chemical interchange between animals and land.

Cattle played other critical roles in our march to the Pacific. Many of the covered wagons of the pioneers were powered by oxen. The same animals pulled the stumps and snaked away the virgin timber to enable croplands. The next generations drew the great steel-faced plows that opened the prairie for corn and wheat. Drover trails pounded out by cattle herds and their eager followers, the pigs, chose such excellent gradients that engineers and surveyors in turn followed them to lay out the rights of way for the Baltimore & Ohio, New York Central and Pennsylvania Railroads.

**Our most effective symbol of federal government, Uncle Sam, was born from the label on barrels of corned beef in the Army encampments behind Rensselaer, N. Y., during the winter of 1812-13.**

The assembly line wasn't perfected until meat packers at Cincinnati developed methods for the rapid disassembly of cattle and pigs into the variety of standardized meat parts we know today. The efficiencies in both operation and use of materials perfected at packing plants in Cincinnati and Chicago after 1830 made it a comparatively simple matter for the automobile manufacturers of Detroit

to reverse the process for mass production of coupes, broughams and carryalls after 1914.

**O**UR BULL may also take a bow as a pioneer of the modern kitchen. The bull forced the invention of the refrigerator, too. Basic experiments on the use of ice in food preservation were made at meat-packing plants in Cincinnati a century ago. The refrigerator car was perfected by Chicago packers as a means of shipping western beef to eastern markets on a year-round schedule. The icebox consequently became a kitchen essential.

New concepts of animal-husbandry filtered through Europe in the 17th and 18th centuries. Turnips, clover and finally Indian maize were introduced as cattle food. Mature cattle of the types brought to America by the Pilgrims and first Virginians weighed only 400 pounds. The development of year-round feeding, hay cropping, barns and fenced range produced marked increases in weight. Books and tracts by experimentalists in these systems became best-seller items in the bookshops of colonial Boston, New York, Philadelphia and Charleston. Organizations such as Philadelphia's Society for the Promotion of Agriculture were actually literary groups who made books an essential part of farming operations in the late Colonial and early Federal periods.

This led to a cultural era. Henry Clay, Thomas Jefferson, Edward Livingston and other statesmen imported

new breeds and strains of cattle, pigs and sheep from Europe, experimented with them on their estates and wrote impressive letters and brochures about the results. Farmers formed Lyceums to discuss the latest books and treatises on livestock and crop production. However, about then, some of the ladies were getting a bit skitterish about staunch old farmwives. They began to refer to bulls as cow-brutes, to cocks as roosters, to boars as male-pigs, rams as male-sheep and legs as limbs . . . And the wall of Babel between the American countryside and the American city built rapidly through the second quarter of the 19th century.

**T**he farm magazines that appeared in the U. S. A about the time of the Dime Novels added to the semantic problem by developing their own variety of gobbledegook. Their audience was the professional farmer and land-producer. They dealt in techniques for fattening livestock, high crop yields and new tools, and generally did an excellent job for both rural reader and urban advertiser. But they heightened the communication barrier between producer and consumer.

In this past quarter century we discovered that suburban living, deep-freeze, indirect lighting, psychiatry, television, etc., are "indispensable" factors of American life, irrespective of income. We observed that food can kill us with heart trouble at 40 or insure us of octogenarianism, dependent on individual dietary decisions. We saw that the world didn't

fall apart when somebody finally split an atom, and had barely recovered our breath when we learned that it could very well blow up if the atom-splitters didn't settle their ethical differences . . . This, during the worst depression in national history and the most destructive war in human history.

**T**HE SUCCESSION of gadgets blinded us, of course, to some other developments that took place simultaneously. A few rumours got over the wall: The farmer had substituted tractors for horses. Nowadays, if he had any troubles, the federal government took care of them! This was somehow related to the increase in food prices. And that was a bit strange, come to think of it, because look at all those surpluses the government has in storage in that big cave in Kansas. Nevertheless, the butcher shop and chain store had steaks, chops, roasts and 15 or 20 varieties of cold cuts whenever you wanted them.

**S**o-o-oo, here we sit in this enlightened age. Only, some of the enlightenment is snare and delusion. Much of our perspective is lopsided. There is a huge job of human relations ahead. We must build windows into the countryside wall.

The human race dominates this planet because it has doggedly, and against great odds, built objective plans for survival. It would have been a simple matter for the cavemen to shrug his shoulders and say, "Shoot, we're never going to survive

#### THE CITY THE CATTLEMAN WILL VISIT JANUARY 9-11



A view of the New Orleans skyline as seen from the Mississippi River. Situated on the river 110 miles from the Gulf of Mexico, the city is the country's second port in valuation of exports and imports. A popular convention and tourist center, New Orleans plays host Jan. 8-11 to the nation's cattlemen.

this race  
out right  
But the  
and our

**W**ITH today's  
huge pro-  
skilled re-  
and pub-  
(1) The  
(2) A  
industria  
well-bein  
world p  
Year  
today s  
it was 3  
lation i  
and ra  
when o  
reach 2  
obtain  
of crop  
duces,  
more t  
Can a  
be for  
20 year  
pects  
not ve  
and gr  
Here,  
reaching  
guage o  
planning  
agents.  
dow in  
consum  
understa  
his or H  
in the s

The  
far bey  
The la  
things,  
matter  
and pu  
ment h  
so calle  
right  
grains,  
be esse  
to indu  
vious f  
demand  
eating  
right.  
by your  
is wea  
land th  
son, gr  
infinity

We a  
the re  
inform  
fronts:

(1) W  
that wi  
and the  
ness?

(2) W  
assure  
dustria  
generat

(3) I  
duction

Novem

this ice age. We might as well go out right now and freeze to death." But he didn't; he invented fireplaces and fur underwear.

**WITH FAITH** in human survival today, we are confronted by two huge problems that demand research, skilled reporting and objective editing and publishing. Those problems are: (1) The increasing world population; (2) A sufficient supply of food and industrial materials to assure health, well-being and the foundations for world peace.

Your share of America's cropland today stands at 2.15 acres. In 1926 it was 3.26 acres. That is what population increase has done on the farm and ranch in 35 years. By 1975, when our population is expected to reach 200 million, each of us must obtain food and fibers from 1.8 acres of cropland. Each acre already produces, on the average, 37 per cent more than it produced 20 years ago. Can another 30 per cent increase be forced from it during the next 20 years? And what are the prospects beyond 2,000 A.D.? That's not very far away. Our children and grandchildren will see it.

Here, certainly, is a farm problem reaching beyond the technical language of the farm magazines and the planning committees of the county agents. Here is need for a big window in the Babel wall so that the consumer and producer may each understand the details, apply them to his or her family circle and cooperate in the solution.

The problem, we all know, goes far beyond the word "production". The land must produce the right things, and that rightness is another matter for research, writing, editing and publishing. The federal government has about \$8 billion worth of so called "surplus" crops in storage right now. These dairy products, grains, fibres and oils may very well be essential to the optimum diet and to industrial processing. But the obvious fact remains that there isn't a demand for them. Either we aren't eating right or we aren't producing right. Whatever, they are paid for by your tax money. Their production is wearing down that two acres of land that must support you, and your son, grandson and great grandson ad infinitum.

We are challenged, therefore, with the research-writing-editing task of informing the consumer on three fronts:

(1) What are the elements of diet that will assure us of health longevity and the physical components of happiness?

(2) What are the crops that will assure these elements, and their industrial counterparts, generation after generation?

(3) How can we resolve this production to a pattern of producer-

processor-consumer teamwork that will stand as a model for Democratic achievement and human freedom throughout the world, thus enabling the rest of mankind to perfect the good-life?

The knowledge we have gained of dietary essentials, of perpetuated land productivity and a sound rural economy all point toward increasing emphasis on our animal-agriculture.

**Science and technology have produced as many dazzling changes in animal-agriculture during the 20th century as they produced in family living.** The average American's appetite for beef, pork, veal and lamb increased from 125 to more than 150 pounds per year since 1939. Production has kept pace with that demand. More than 25½ billion pounds of these meats were marketed in the U. S. A. last year, and 1955 marketings are expected to exceed 26 billion pounds. Medical science confirms that these foods are among our best sources of energy, of protein, of essential acids and minerals. Equally important, to the individual, they are a joy to the taste buds and nose, blend well with other foods and may be consumed in quantity without permanent increase in waistline.

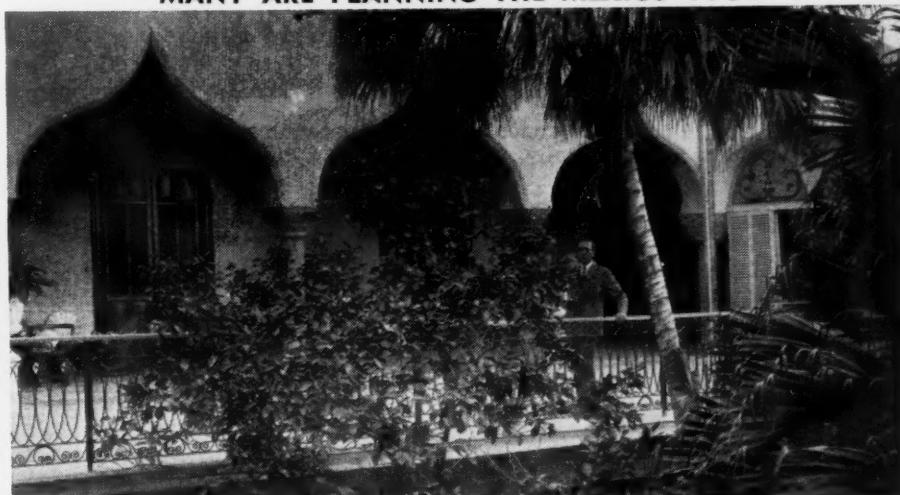
The developments that have taken place in the 4,000 meat-packing plants of the U. S. A. during the past 50 years, and the developments promised for the next 50 are a science saga in themselves.

**THROUGHOUT** human history fresh meat was a seasonal food, procurable only in the weeks after the fall slaughter. Some of our Thanksgiving and Christmas traditions trace back to this simple economic fact. Sausages, corned beef, salt pork, were perfected as "journey meats". In much of America, at the dawn of this century, fresh meat was still a delicacy. Today it is obtainable, in hundreds of natural and blended shapes, consistencies, flavors, cures and grades, in any city or village on any shopping day of any year. This is one of the great achievements in our economic history. One large reason for it has been the spirit of competition . . . the competition of 4,000 meat packers struggling with twin uncertainties: (1) the uncertainty of the numbers of livestock that ranchers, feeders and farmers wish to sell on a given day and (2) the uncertainty of the particular food craving the housewife wishes to satisfy.

Some of the uncertainty may be resolved, in time, by atomic energy. Long and costly experiments are underway today at the American Meat Institute Foundation and other research centers to devise techniques for using atomic energy in meat preservation. When, and if, these techniques are perfected, it may be possible to store beefsteaks and lamb chops indefinitely on an open shelf . . . or in a desk drawer, if you prefer . . . without

(Continued on Page 19)

#### MANY ARE PLANNING THE MEXICO TOUR



A patio in the city of Merida, Yucatan, Mexico, overlooks gardens of fruit and shade trees, flowers and tropical shrubbery. A post-convention trip to Yucatan is being offered delegates to the American National convention in New Orleans. Word from a government official in Yucatan tells that members of the Cattlemen's Association there are looking forward to the visit of their North American colleagues and are planning to do everything possible to make their stay pleasant. They are assured of an enjoyable three-day tour, starting from New Orleans the morning of Jan. 12 and returning the night of Jan. 14.

Tour members will spend one night in the fascinating city of Merida and one night at luxurious Hotel Mayaland in the heart of the ancient sacred city of the Mayans, Chichen-Itza. They are advised to take light-weight clothes and comfortable walking shoes, and bathing suits. Reservations can be made with McDougall's Travel Service, Hotel Monteleone, New Orleans, La., official booking office for the event. (A deposit of \$25 should accompany each request. Cost of the trip is \$137.80 plus \$9.18 U. S. tax per person).

# The Market Picture

WHILE STOCK CATTLE PRICES by late October were perhaps none too attractive to the grower, particularly on heavier steers, nevertheless factors involved in prospects for the future of the fed cattle market would make feeder prices in fact look high.

The recent official survey of cattle numbers on feed revealed anything but encouraging news, when an increase of 25 per cent over a year ago was reported in the Corn Belt. California numbers were up about 9 per cent and indicated a record high.

Staggering losses have been sustained on a considerable volume of heavy steers scaling upward from 1,300 pounds, which had overstayed the market. Instances have been noted in the Midwest where choice to prime steers weighing up around the 1,400-pound mark had to sell around \$21 to \$22, fed a full year. In some cases, the identical feeder has had the courage to come back and pay that \$21 for a choice set of yearling steers to go at it another year.

## Price Pattern Set

Apparently the price pattern on stock cattle has been pretty well set. As was pointed out earlier in the season, weight has played a much more important part in the price differentials this year. The best seller has been the steer calf, light yearlings next and two-year-olds at the bottom of the list.

Recent sales of good and choice steer calves have been in a price range of \$19 to \$22, with quite a volume of choice making \$23, and reputation brands occasionally getting \$24 to \$26 to repeat buyers of previous years, usually to Corn Belt areas. A combination of

good feed supply and the incentive to carry calves to yearlings has cut down sharply the number of calves available this year, thus tending to bolster prices.

The fact is, these prices compare fully steady with a year ago, despite the fact that fat cattle prices are \$1 to \$2 lower on the bulk and as much as \$3 to \$5 lower on choice to prime steers.

Good and choice yearling steers scaling 550 to 675 pounds are next in favor, selling at \$18 to \$20, with occasional reputation strings getting \$21 to \$22. These sales actually are no worse than 50 cents to \$1 lower in contrast to a declining fat cattle market.

Choice 700- to 800-pound steers on feeder account look about \$1 lower than last year, with instances \$1.50 off. Heavier steers up to 900 pounds or better by late October were \$1 to \$1.50 lower than last year, with extremes \$2 off. Good and choice heavy steers sold from \$17 to \$19, not many sales below \$18, with a few outstanding fleshy steers reaching \$20 to \$20.50.

It was interesting to note that the medium quality steers sold much closer to good and choice grades; in fact, in most cases right up against a year ago.

Medium steers at \$15 to \$17.50 actually were very little cheaper than last year. Good and choice heifers selling at \$15 to \$17.50, with numerous sales \$16 or better, were actually slightly higher than last year, with occasional loads of spayed or open heifers bringing \$18 or better.

## Interest in Open Heifers

Increased interest seems to be developing for spayed or guaranteed open heifers this year, and premiums were frequently paid for such kinds, even if breeding quality was not too high, over better quality heifers which carried no guarantee.

It was not unusual to see choice quality heifers, lacking a guarantee of being open, sell at least \$1 to \$1.50 under

spayed or open heifers of only good to choice quality. This was particularly true on the part of buyers who feed large numbers of heifers and desire to build up and hold a reputation for high yielding heifers to the packers.

Thus, to the right buyer, it would appear that some \$6 to \$9 per head premium was realized by those growers who either spayed their heifers or took the trouble to keep them open.

Getting back to the prospects of fat cattle prices, with the sharp increase in numbers on feed October first, it would seem that the prospects of cheaper feed costs, along with the tendency of many in the southwestern plains to re-stock, have been the two major factors to keep feeder prices relatively high against fat cattle.

Despite the serious financial losses recently to cattle feeders, very few fleshy feeder steers have been bought at a price level which would indicate the prospects of coming out ahead this coming feeding season. Based upon the great bulk of current sales of good and choice fed steers at \$19 to \$22, it would appear that a cost price of \$17 or less would be necessary to come out. Yet very few feeder steers of desirable quality have been bought under \$18, with numerous sales up to \$19 earlier in the season and some \$20 or better.

## Hog Sales Up 40 Per Cent

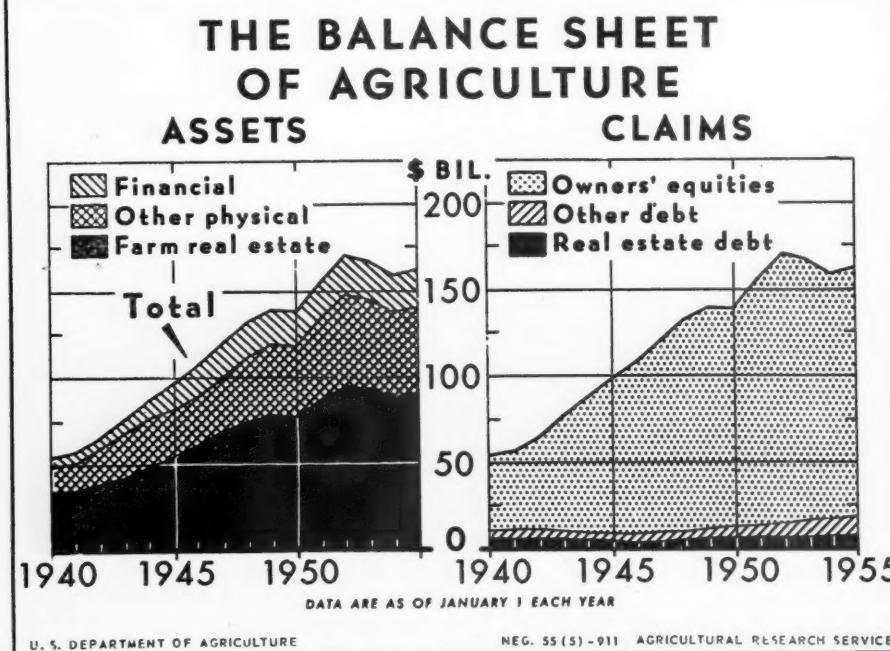
Adding to the confused picture at this time is the deluge of pork reaching consumer channels. Recently, hog marketings jumped as much as 40 per cent above a year ago and prices slipped to 1944 levels—back in the days of OPA ceilings. In midwestern interior points a considerable volume of hogs sold around \$12 per cwt. with heavy butchers as low as \$10. For the first time in many years, packers were putting up pork carcasses at even less than dressed cow beef.

To what extent this cheap supply of pork will affect beef remains to be seen, but it cannot be ignored. It would appear that pork items might be a likely product to go to storage at current low levels, compared to other classes of red meat.

The continued dull market for dressed steer beef, due to larger tonnage per head, made operations difficult for packers and a number were cutting down on steer slaughter and turning more to the killing of cows. As a result, cow prices were showing strength. In fact, due to better feed conditions this year over much of the range country, many cows were coming into market in utility flesh rather than in cutter condition.

Thus, packers competed quite actively for thin cows, often paying as much or more for thin cows than the low grade beef cows. In fact, the dressed beef market on cutter cows was reported in some areas as much as \$1 to \$1.50 above utility grade.

When looking back a year ago, we find that beef cows were selling fully as well, and that canners and cutters were as much as \$1 to \$1.50 above last





## "It's a real sod buster!"

**F**LASH FLOOD OR SOD BUSTER . . . everyone knows there's a big difference. When the rain comes slow and over a long period of time, it will soak in and do more good than when it comes as a quick downpour and three-quarters of it runs down a gulley.

That's about the best way there is to explain the difference between Cutter Alhydrox\*-fortified vaccine and just *ordinary* vaccines. Cutter Alhydrox vaccines are "real sod busters"—adsorbed with aluminum hydroxide so that the tissues of the animal absorb the vaccine in smaller amounts over a longer period of time; thus getting the maximum amount of immunity from each immunizing dose.

\*REGISTERED TRADE NAME

In vaccines, like in everything else, quality pays off. Alhydrox means higher level immunity per injection . . . higher, more durable protection. In terms of results, the cheapest is seldom the best, but the best is always the cheapest. So next spring be sure you order these "sod busting" Cutter vaccines.

### ALHYDROX-Fortified Vaccines/CUTTER

Blacklegol® "S-HS"      Blacklegol® "S"  
Blacklegol® Pelmenal® Hemseptol®  
Charbonol® Red Water Vaccine

CUTTER Laboratories  
BERKELEY, CALIFORNIA



year. Beef cows were bringing \$9.50 to \$12, with commercial grass cows upward to \$13.50. Canners and cutters sold readily at many points at \$8.50 to \$10.50. Medium to good stock cows were rather hard to find with desirable ages, a limited volume moving at \$9 to \$11.50, a few good young cows \$12 to \$13 per cwt. Some sales on a per head basis were made from \$100 to \$120 per head.

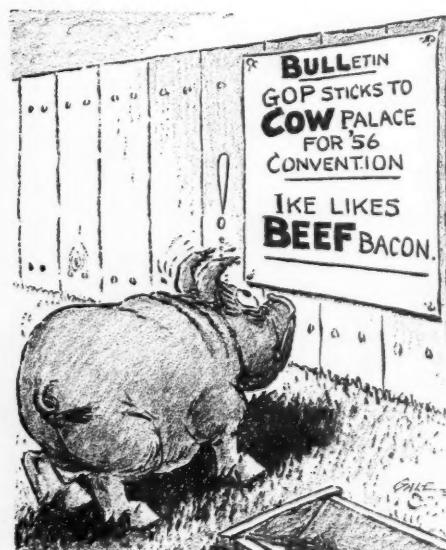
### Down Trend Not Indicated

Although federally inspected slaughter of cattle over the nation is running some 7 per cent over a year ago, and increased weights of fed steers will make the aggregate tonnage of beef even higher, not to mention better flesh and heavier weights of cows this year, the proportion of she-stock included in slaughter does not indicate a reduction in total cattle numbers. While the first half of the current year indicated fairly large slaughter of she-stock, a large number were in the heifer class. During the fall months, several markets have reported fewer cows than a year ago.

Thus, with the large supply of cattle on feed as of Oct. 1, it does not seem likely that any definite downward trend in cattle numbers can develop this year. In addition, the holding back of heifers for breeding, and the improved grazing conditions in the southern plains, indicates a tendency toward restocking in some areas that had been sharply cut down in recent years.—C.W.

## BEEF—Telling The Public

Retailers and packers have been besieged in recent weeks with requests for "that new bacon and sausage that Ike eats." The American National's president, Jay Taylor, and assistant secretary, Rad Hall, were quoted nationally last month with reference to intro-



"BLUE BOY"

Courtesy Los Angeles Examiner

duction of the new breakfast beef at the 1954 American National convention in Colorado Springs. The products have enjoyed a growing popularity since that time, but demand has suddenly increased so greatly that it can hardly be met. The President, who has cooked his own bacon and sausage at his Colorado fishing camps, asked that the same products be included on his menu at the hospital where he was recovering from a heart attack.

\* \* \*

**Directors of the California Cattle Feeders Association at a quarterly meeting last month adopted a resolution urging members to contribute 10 cents, for each animal sold, to the California Beef Industry Council for use in beef promotion, research and advertising. Custom feeder members were asked to collect 10 cents from their customers for each animal marketed, and to deduct a similar amount on purchases of feeder cattle. Dean Brown of Santa Maria is president of the feeder association; Herbert G. Lytle, Jr. of Somis is vice-president and a representative on the state Beef Council Board.**

\* \* \*

The executive committee of the Oregon Cattlemen's Association has decided in a meeting at Prineville to hold in abeyance organization of a state beef commission, pending further study. It was announced the association would contribute to the National Beef Council for promotional work and would also conduct a limited beef drive in the state.

\* \* \*

South Dakota sales barns and livestock producers are reported to be cooperating well in the 5-cent-per-head assessment for beef promotion, according to M. E. Erickson, manager of the South Dakota Beef Council at Brookings. The money collected is to be divided 2 cents for the National Live Stock and Meat Board, 2 cents for financing the state beef selling program and 1 cent earmarked for advertising activities of the National Beef Council at Chicago.

\* \* \*

The New Mexico Farm and Livestock Bureau is getting set to promote greater consumption of meat—beef, pork, lamb. A feature of the campaign is a poster contest for New Mexico school children, with the objective of promoting consumption of meat. Contest dates are Nov. 1-Dec. 15, and New Mexico school-teachers will hand out entry blanks.

\* \* \*

Beefsteak and roast beef are listed as first and second choice, respectively, among favorite dishes of thousands of Americans, in Look magazine for Oct. 18. Beef stew and hamburgers add further prestige to the beef line by being selected also. Another publication, the Minneapolis Tribune, in connection with Restaurant Month observance in October, also gave the nod to beefsteak

as the "favorite dinner" in restaurants. In this case, however, fried chicken was in second place—because 24 per cent of the women questioned ranked it high. (Men put roast beef in the number 2 spot, chicken getting only a 9 per cent hand.)

\* \* \*

During the critical period of President Eisenhower's illness a story came out about watching menus and their effect on the heart. One of these is quoted from the Rocky Mountain News (Denver): "Lean meat, liver, kidney and eggs are the richest sources of choline (which evidently helps protect the coronary arteries against the damaging effect of fat.)"

\* \* \*

The National Beef Council has formally announced the acceptance of Miss Jeanne Waite as assistant executive director. She is from Montana and has had a number of years experience in public relations work. She will be primarily responsible for the coordination of the activities of the National Beef Council with those of the National Live Stock and Meat Board.

### LIL' DUDETTE



Can you imagine Consumers' preference being anything other than BEEF?

Well, neither can we of the Beef Council in Arizona; what's more, a survey, recently completed, disclosed the fact that eighty-three per cent of the consumers in our State prefer BEEF—but how about east of the Mississippi?

How about me telling them about the Goodness of BEEF, on a national level—there are so many avenues of promotion! We believe Arizona has the answer to a few of them—hope to tell you about them in New Orleans. In the meantime, Remember Lil' Dudgette—Eats BEEF—You Bet!—and

So Must You!

urants.  
en was  
cent of  
t high.  
ember 2  
er cent

President  
y came  
their  
these is  
News  
kidney  
aces of  
protect  
the dam-

form-  
of Miss  
e active  
a and  
rience  
e will  
the co-  
the Na-  
of the  
Board,

# FARNAM *Silver Streak* POWER SPRAYER

DEVELOPS OVER  
**250 LBS.**  
Pressure  
Delivers 3½ Gals. per min.

SELLS FOR **1/2 THE PRICE**  
OF OTHER POWER SPRAYERS!

Such amazing performance at such low cost is attained by a newly developed "nylon roller pump," powered by direct drive from a 2.6 H.P. gas engine. Plenty of pressure, and volume for fast, thorough spraying of livestock, or any other spray job on the farm.



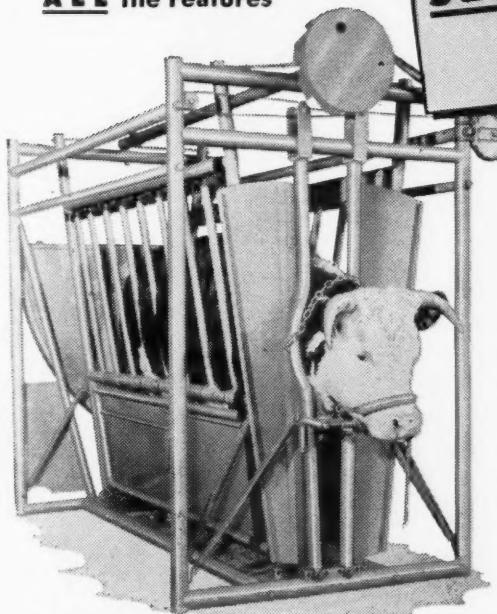
3-MODELS... Skid-mounted, Wheel mounted or Trailer-mounted.  
Equipped with either one (1) or two (2) spray hoses and guns.

**FARNAM**

## "Safety First" STOCK CHUTE

The Chute with  
**ALL** the Features

**Safest! Fastest!  
Easiest!  
TO OPERATE!**



Completely restrains any size animal from yearling heifer to the toughest range steer. Does it with absolute safety for both animal and operator.

- ★ NO Dangerous Levers!
- ★ NO Protruding Mechanism!
- ★ NOTHING to Get Hurt On!

Rope "pulls" control entire operation. One man easily, catches, holds and treats animal *without help*. Stanchion-type neck yokes replace dangerous front gate. Rounded, tubular-steel construction, instead of angle iron. These plus other exclusive operation features, make it the "best buy" on the market today.

### ✓ CHECK ITEMS ON "COUPON TO RIGHT"

For Illustrated Literature and details of "30-Day Free Trial Plan," check items that interest you on full-column coupon to right, and mail to —

**FARNAM**

*Equipment Co.*

Dept. P  
8701 North 29th St.  
OMAHA, NEBRASKA

November, 1955

## OTHER LIVESTOCK EQUIPMENT by

**FARNAM**

### CURRI-OILER

Brush-arm type cattle oiler. Automatically releases insecticidal oil from 5-gal. supply tank. Brushes it in. Controls stock-pests. Conditions hair and hide.



### TRAK-TOR SPRAYERS

Powered with NYRO "Nylon Roller Pump." Pressure up to 350 lbs. Livestock and Combination Livestock and Wide-Jet Sprayers.

### NECK CHAINS & TAGS

Lifetime "aluminum alloy" tags. Large, engraved numerals. Zinc-plated, twist-link chains. Cadmium-plated ring fasteners. Finest quality. Quantity prices.



### BRANDING IRON HEATER

Super-efficient bottle gas burner produces soft flame. Keeps irons constantly at proper heat, for clean, clear branding.

### CHUTE GATE

Quickly restrains and safely holds animals for inspection, vaccination, etc. Portable or permanent installation at end of chute, doorway, or fence opening.



### "Safety First" STOCK CHUTE

### FARNAM *Silver Streak* POWER SPRAYER

FARNAM EQUIP. CO.  
8701 No. 29th St., Omaha, Nebraska

PLEASE SEND "Illustrated Literature" on items checked above to

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ P

the American Meat Institute and other organizations, and will assist women's organizations in their beef promotion activities. Executive director of the council is Forest Noel, of Montana.

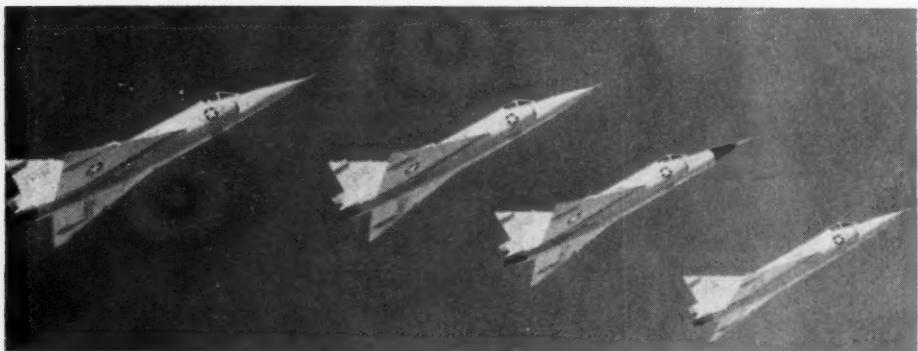
\* \* \*

Leon Weeks, secretary of the Idaho Cattlemen's Association, reports on a meat advertising campaign that his group worked out with the Idaho Power Company. The company's half-page advertisements in Idaho papers, both weeklies and dailies, were supplemented by envelope stuffers to 120,000 customers of the company. While the ads spoke of "meats," illustrations were mainly in the cattle and cowboy motif.

\* \* \*

The Oklahoma Cattlemen's Association is entering into an agreement with an advertising firm to erect Eat More Beef signs in the state. The signs are put on cooperating cattlemen's lands with the cost being borne by advertisers who buy the space on the reverse side. The Colorado Cattlemen's Association originated the program which is now also being used in New Mexico and Texas.

## YOUR HELP—A VITAL LINK



F 102 interceptors in flight.

Ranchers are being asked by the Air Defense Command to supplement its radar network. In other words, the air defense needs more ground watchers.

While we, as a group of agriculture editors, recently listened to air defense officers tell about the need for air defense, we understood perfectly the possibility of attack from an enemy, we felt how swift it could be and how devastating. But like most civilians, when you're back home it becomes old hat. You feel secure in your own house. And that probably goes double for the rancher. And he could easily forget the populated centers—his market.

So you try to get over to your readers the story that is there. It flattens out when you try to report that by using "jet streams" bombers from Siberia could have the advantage of 400-miles-an-hour "rivers of air" to go across our country heading for target cities; that the attack might come from the north—when, nobody knows; that there's plenty of reason for suspecting an attack.

Readers should know that there is an

The Alabama Beef Council was organized in early September. The organizational meeting was called by the Alabama Cattlemen's association which at its annual meeting had asked for formation of a beef council. John Armstrong, Selma, Ala., is president; J. M. Gentry, Selma, vice-president, and E. H. (Ham) Wilson, Montgomery, secretary-treasurer.

\* \* \*

State beef councils already set up number 10, as follows: Alabama, Arizona, California, Florida, Montana, Nebraska, Nevada, North Dakota, South Dakota and Texas. In a tabulation last month the PRODUCER omitted the active Nebraska group which succeeded in putting the words, "The BEEF State," on 1956 auto license plates.

\* \* \*

With population growth in the country expected to result in a 215-million-person census by 1975, it is estimated that a 30 per cent increase will be required in the livestock and meat industry, based on the present—and growing—meat consumption.

## FEEDING DIFFERENCES IN WEST AND CORN BELT

CENSUS WORKERS HAVE IT EASY on the West Coast when they check the number of cattle on feed.

Unlike the Corn Belt states where thousands of farmers feed out cattle, it is possible to see about 70 per cent of all cattle on feed in California, for instance, by visiting just 6 per cent of that state's feedlots.

This was one of the many unusual features of western cattle feeding revealed in a recent study conducted by the Western Livestock Marketing Research Technical Committee—a cooperative venture of the USDA's Agricultural Marketing Service and experts in the agricultural experiment stations of the 12 western states.

Harold Abel of AMS was coordinator of the project which has already resulted in one published booklet and the preparation for publication this winter of another bulletin.

### Volume Important

In a tape recording by the public relations department of the American National—a part of a special series for 100 radio stations—Mr. Abel says that the size of the feedlots and the volume of cattle fed annually, the turnover, are important factors in western feeding as compared with the traditional practices of the Corn Belt.

Two thirds of all western cattle are finished out in lots handling over 1,000 head. Forty per cent of all cattle are fed in the big "factory-type" feedlots having an annual volume of 10,000 head or more.

California, which is the largest feeding state in the West, feeds two-thirds of its cattle in lots having 10,000 head or more capacity. In these, practically all feeds are bought off the farm and mixed at the lot—while in the case of the Corn Belt farmer it is usually a matter of using feeds and roughages produced right on the farm.

### More Year-Around Feeding

Another big difference one finds in the feeding operation in the 12 western states is in the amount of year 'round feeding. For example, the number fed, or turnover, during the year is three times as great as the number on feed on January first. This compares with a turnover of only one-point-four in states like Iowa, Nebraska and Illinois.

The western feeding business has gained considerably in relative importance to the total number of cattle fed in the United States. Back in the 1935-39 period, the 12 western states fed about 575,000 head—about 19 per cent of the U. S. total. This year, the number of cattle on feed in the West was



1,452,000  
U. S. to  
Calif  
largest  
handlin  
cattle s  
handle a  
totall  
largest  
just beh  
leaving  
slaughte

Westo  
of thei  
direct f  
buyers.  
cattle c  
13 perc  
... an  
the bre  
feed th  
cause o  
feeding  
having  
find th

Two-T  
Westo  
of thei  
the res  
auction  
also me  
ers and  
Corn B

The  
bility t  
in dete  
cipal fo  
hay ar  
Other  
finishi  
corn s  
cellane  
ucts . .  
citrus .

Very  
prime,  
choice,  
to gra  
states  
cattle s  
of Col  
than th

The  
feeding  
lated  
popula  
U. S.  
1965 is  
for the  
cent.  
the im

feedin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

U. S.

1965 is

for the

cent.

the im

feelin

lated

popula

SES  
BET

EASY

eck the

where  
attle, it  
nt of all  
or in-  
cent of

unusual  
ing re-  
ected by  
ng Re-  
a coop-  
Agricul-  
berts in  
tions of

diator  
ady re-  
and the  
winter

ublic re-  
can Na-  
ries for  
ays that  
volume  
ver, are  
ding as  
actices

tittle are  
er 1,000  
tittle are  
feedlots  
00 head

st feed-  
o-thirds  
00 head  
ctically  
rm and  
case of  
ually a  
ughages

ng  
inds in  
western  
'round  
per fed,  
s three  
on feed  
es with  
four in  
Illinois.  
ness has  
import-  
tattle fed  
the 1935-  
ates fed  
er cent  
e num-  
est was

1,452,000—or about one-fourth of the U. S. total.

California and Colorado are the largest feeding states in the West, handling about 70 per cent of the fat cattle sales. Arizona and Idaho each handle about 10 per cent of the western total. In addition to being the second largest feeding state in the country—just behind Iowa—California is also the leading state nationally on cattle slaughter.

Western feeders buy about two-thirds of their cattle in the country—either direct from cattlemen or through order buyers. About 15 per cent of the feeder cattle come through auctions, another 13 percent through terminal markets... and about 8 per cent come from the breeding herds of ranchers who feed their own cattle on contract. Because of the tremendous growth in feeding on the West Coast, buyers are having to reach east of the Rockies to find their calves and yearlings.

#### Two-Thirds to Packers

Western feeders sell about two-thirds of their fat cattle direct to packers, the rest through terminal markets or auctions and other outlets. There is also more specialized feeding by packers and retailers than is found in the Corn Belt.

The type of feed ration and availability to irrigation water are important in determining the location of the principal feeding areas. Barley and alfalfa hay are the most common basic feeds. Other feeds important to western cattle finishing are wet and dry beet pulp, corn silage, cottonseed meal and miscellaneous fruit and vegetable by-products... such as cantaloups, lettuce and citrus pulps.

Very few western cattle are fed to prime, although 70 per cent become choice. And, in general, cattle tended to grade higher in the intermountain states than in the Southwest, with cattle from the traditional feeding areas of Colorado grading somewhat higher than those in other western states.

The future of the western cattle feeding industry will be directly related to the future growth of human population in the West. Change in the U. S. population between 1935-39 and 1965 is predicted at 48 per cent, while for the West it is projected at 114 per cent. This above all else will provide the impetus to further growth in cattle feeding in the West.



November, 1955

## TALK ABOUT GAIN AND TOP

# PERFORMANCE

## The 181 HEREFORD BULLS That Will SELL at CASPER, WYO.

NOV. 22 HAVE IT

#### HERE'S WHY—

- These Bulls are the biggest, fastest-growing that 46 of Wyoming's best breeders could select. You get the tops!
- These Bulls have plenty of quality. Bulls with less type and performance cannot place well in the strong Casper Show. There is no stronger, larger Hereford Bull pre-sale show any place in the West.
- They are husky, good-legged, breedy. These Hereford Bulls will sire 90 to 100 per cent calf crops for you. No calf crops as low as 50 to 60 per cent with Hereford Bulls.



Champion Pen of 5—1954 Casper Pre-Sale Show

BE SURE to come to Casper, Nov. 21 to see Dan Thornton judge the cattle, and be there for this outstanding sale offering on Nov. 22. The 181 Bulls sell as 23 pens of 2, 10 pens of 3, 3 pens of 5 and 90 singles. Herd Bulls and Top Range Bulls.

## WYOMING HEREFORD ASSOCIATION

FOR CATALOG CONTACT

Tony Fellaur

Laramie, Wyo.



# RE- SEARCH

## NEW MEAT STUDIES

Preservation of food with antibiotics has been described by an official of the Chas. Pfizer company, Brooklyn, who reports it is possible to delay spoilage. The Food and Drug Administration has not as yet given approval to direct use of antibiotics in foods, but the drugs are being used in animal and poultry feeds. . . . Sterilizing foods through use of atomic energy is being studied by the Army Department, which is experimenting with radiation of meat and other food items at the Argonne National Laboratory in Illinois. The food is lowered into a pool of water at the bottom of which is the fuel assembly grill, permitting measured use of gamma rays with the water acting as a shield against possible overpenetration. The radiated products are not as yet being taste-tested since food and drug regulations do not permit of human consumption. However, animal tests show no damage to foods so sterilized.

## LEPTOSPIROSIS

Chronic leptospirosis in livestock seems to be almost completely resistant to massive doses of antibiotics, either singly or in combination, according to the American Veterinary Medical Association. However, a researcher at Washington State College states that some vaccines are giving immunity for up to six months against the disease. (It takes two weeks for immunization to become effective.) Some progress is also reported in treating infected animals. In the early or acute stage, some of the antibiotics are proving useful in reducing death losses and severity of the disease. In the second state, when the animal starts shedding the leptospiral organism, streptomycin has been found to clear up the condition so the animal is no longer a carrier; but the treatment does not change the positive blood test to a negative one.

## BETTER INSOLES

The USDA in retanning leather experiments with alum increased serviceability of shoes over those with normally tanned insoles by 75 per cent. Mail carriers in Philadelphia wore one insole of normally tanning and one of the alum treated kind and showed the latter outwore other parts of the shoes.

## RESULTS OF RESEARCH

Secretary of Agriculture Benson said recently: "Take away the results of the past 75 years of agricultural research and education in this country, and you would reduce this nation to a fifth-rate power. Seventy-five years ago each farm worker, on the average, produced enough food and fiber to supply himself

and 4½ other persons. Now the average farm worker produces enough for himself and 18 other persons. That's why we can have close to 60 million people employed in private and public occupations outside of farming. That's why we can have the standard of living Americans enjoy today. In no other nation today do so comparatively few farmers produce food and fiber to feed and clothe so many."

## HELPS CALF SCOURS

Development of a new animal health product, Bolus Koa-Strep with Vitamin A, is announced by Wyeth Laboratories. It combines streptomycin, pectin, kaolin, alumina and Vitamin A, is used in the treatment of various forms of intestinal disorder. It is particularly effective in the control of infectious calf scours.

## PLUM ISLAND PROGRESS

Progress report from the Plum Island, N. Y. research laboratory advises that foot-and-mouth disease scientists have succeeded in producing the virus of the disease in cultures of swine or bovine kidney cells. The researchers see application of present experiments as a major forward step in the direction of eventual control of the disease. Before establishment of this laboratory at the eastern end of Long Island, no foot-and-mouth research had been permitted in this country.

## TREAT FOR WORMS

A report at Greeley, Colo., by du Pont representatives indicated it would be a good idea to treat all cattle on pasture for worms—and not only in the South, but studies in North Dakota and Minnesota show cattle have worms. Most cattle do, said the representatives. Tests reported from Texas and Louisiana showed extra gains from less supplemental feeding when the cattle had Phenothiazine—and to cattle that appeared in good health. . . . In tests made by Dr. Harry E. Reddick of Dos Palos, Calif., it was found that Phenothiazine and Carob Flour (Vetrobon) combined overcomes the undesirable flavor of Phenothiazine and thus with increased palatability it is easier to treat large numbers of cattle.

## END OF HIS ROPE

*They tell this tale of Wild Bill Coop.  
Who could so deftly dab a loop.  
He'd snag the front foot of a shoat,  
Or catch the short tail of a goat.  
No bouncing deer, nor antelope,  
Could dodge the circle of his rope.  
In rodeos his twirling tricks  
Made other ropers look like hicks.  
And in five seconds and a half  
He'd rope and tie a Hereford calf.  
But then one day in early fall  
Bill answered his draft board's call;  
But after he had packed his junk  
He found he could not rope a trunk!*

—HOWARD HAYNES

## The Research Survey

Results of the nation-wide survey made this past year by the American National's research committee will be made public at the New Orleans meeting of the association, Jan. 9-11. Alan Rogers, chairman of the committee, says that a whopping 81 per cent of the nation's sampled cattlemen responded to the questionnaire which was used. "Even the questionnaire experts were surprised at the total, which they termed 'very good,'" says Mr. Rogers.

Information received will be used (1) to pin-point the problems of the industry, and (2) to map the industry's future in research, promotion and education. "In no other way," Mr. Rogers believes, "can we expect to get our fair share of research funds. We must first show what and where our problems are, then ask for help in solving them. Fortunately, as a result of this grassroots survey—the first major one of its kind conducted by a U. S. livestock industry—we will be in the position of saying 'we know' rather than 'we think' when discussing our problems and needs."

The scientifically selected sample group was drawn from more than 60,000 members of the 24 state associations affiliated with the American National Cattlemen's Association. Each drawn was contacted, including a gold mining company and an orphans' home, both of which are members and own cattle.

Two states—Nebraska and New York—were singled out by Chairman Rogers for special commendation; both turned in a 100 per cent response. He also expressed his gratitude to all the members of his committee, to the staff of all the cooperating land grant colleges, to the USDA, to the officers of the respective state cattlemen's associations and the American National, and to Dr. M. E. Ensminger and other staff members of the State College of Washington, "without whose cooperation and tireless efforts the monumental task could not have been completed." One worker reported driving 450 miles in order to get a questionnaire.

All the questionnaires are being tabulated by the department of animal husbandry, at the State College of Washington, of which institution Alan Rogers is a regent. Doctors Ensminger and M. W. Galgan will prepare the finished report in a college bulletin.

A total of \$6,100 has been contributed to defray the cost of the questionnaire study, by the following donors:

O. M. Franklin Serum Company, Denver, Colo.; Merck & Company, Inc., Rahway, N. J.; A. Kiefer Mayer, Indianapolis, Ind.; Chas. Pfizer & Company, Inc., Brooklyn, N. Y.; Eli Lilly & Company, Indianapolis, Ind.; Western States Meat Packers Assn., Inc., San Francisco, Calif.; International Harvester Co., Chicago, Ill., and American National Cattlemen's Association.

## Bull Through The Ages

(Continued from Page 11)

deterioration of flavor, quality or nutritional values. But all of this is years away beyond the wall, and dependent on the skill of hunger-fighters you don't hear much about. Right now, however, you can go to the laboratories of a state university 600 miles from here and sample steaks and chops that have been stored on open shelves for weeks, without refrigeration. They were sprayed with aureomycin, seal-wrapped and tossed on the shelf beside the canned goods.

A few weeks ago I sampled patties of chopped beef impregnated with barbecue sauce and paprika. They had been flash frozen and vapor sealed, three to a carton. It took four minutes to broil them. That was the clocked time span from icebox to table. Similar packets are available . . . four slices of calves liver, three breaded veal cutlets, four buttered beef patties, breaded pork steaks, pork or lamb cutlets. All of them are 100 per cent edible. Excess fat and bone were removed at the packing plant where the packer could use them in chemical and industrial by-products. He and the butcher didn't have to add those transportation costs to your meat bill. You didn't have to fuss with those wastes.

This same system of pre-trimmed, pre-portioned meats is available to restaurants, hotels and to families owning large freezers. The steaks and chops marketed under this system are uniform in size and weight. They enable the restaurant and hotel manager to do a precise cost accounting on meats . . . for the first time ever. They assure the customer of uniformity in size and quality at each meal.

Here, then, are new avenues of promise for the consumer—and story opportunities for the writer.

VITALLY important though meat is, it is only one of the products obtained from animal-agriculture. This country manufactures 500 million pairs of shoes each year. Despite the introduction of synthetics, the shoe industry uses 20 million cattle hides, nine million sheep skins and four or five million calfskins per year. Belting, harness, accessory and upholstery leathers require another 25 to 50 million hides annually. With minute exceptions, all of this leather is a product of animal-agriculture.

Wools, felts, dairy products, pepsin, insulin, ACTH, liver extracts, fatty acids, thyroxin, hormones, surgical sutures, glue, bonemeal, bristles, jellies, fertilizers and hundreds of other products issue from this same age old profession and its processors. Some of them have been commonplace for thousands of years. Scores of others

## Here's how cattlemen are saving up to 25% on feed costs



New research points out a startling fact . . . practically every herd across the country has worms! While most of these infections are light—no obvious symptoms like anemia or bottle jaw—they can add as much as 25% to feed costs.

Worm control in animals that don't look wormy is a new way for every cattle raiser to cut his feed bill. Reports show treatment is producing equal or better gains with *substantial feed savings*.\*

The drug, Phenothiazine, is doing the job. With a new two-way control program, treatment is simple . . . no extra work involved. Doses of Phenothiazine, in feed or as a drench, knock out adult worms. Then, small amounts fed daily in supplement, salt or mineral mix, prevent reinfection . . . also cut hatchability of worm eggs to speed cleanup of contaminated pastures.

Start collecting profit you've been missing. Talk over Phenothiazine with your veterinarian, county agent or feed supplier. You'll help your young stock make better growth, better gains, smoother, faster finish.

Du Pont produces Phenothiazine for makers of animal health products and feed manufacturers. For additional information on worm control with Phenothiazine mail the coupon below.

\*In 2-year studies, 600 weaner calves—all of which appeared healthy—were tested under ranch conditions. Animals treated with Phenothiazine, under the two-way program, produced better gains than control group . . . on 25% less supplement.



BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY

E. I. du Pont de Nemours & Co. (Inc.)  
Graselli Chemicals Dept. ACP-11  
Wilmington 98, Del.

Please send me a free copy of  
the booklet "Worm Control Increases  
Livestock Profits."



Name \_\_\_\_\_

Address \_\_\_\_\_

Post Office \_\_\_\_\_

State \_\_\_\_\_

# Phenothiazine

have been discovered in our lifetime through the research programs financed by packers. A few, such as the surgical transplants, have such specialized use that their total national market may not exceed 20 pounds per year. Other by-products, such as the fatty acids distilled from inedible fats, climb toward the billion-pounds-a-year mark.

**Researchers are convinced that many new medicines will be developed at packer laboratories during the next decade. Some assert that pharmaceutical products secured from the 50 million young, healthy hogs who come to market each year can prove to be the medical profession's best hope for overcoming the greatest killers of our day—the bodily imbalance diseases such as arteriosclerosis, cardio-vascular and hypertension.**

Finally, in our consideration of animal-agriculture as a persevering system of world food and fiber supplies, we must remember the old magic cycle. About 1940 the great soils scientist of Rutgers University, Firman Bear, wrote, "This country will never begin to worry about soil conservation until the farmlands of Iowa require as much fertilizer as the soils of New Jersey require today." That day is near at hand. Fertilizer consumption on our farmlands has tripled

since 1940. Farming costs, and food costs, have increased accordingly. Grain crops reduce the soil's fertility. But the domestic animal builds up the soil's fertility. Therefore, the domestic animal is a contributor to conservation and a guarantor of land fertility for future Americans.

Here, then, is the broad sketch for that semantic window between producer and consumer.

The head of the pork department at a Chicago packing plant told me that the American pig has, figuratively, gone back to the shop for complete re-tooling four times since 1900. If you want to verify that, look at the photos of some of the champion boars and sows at the state fairs 50 years ago and compare their contours with the 1954 and 1955 state champions. The pig is probably the most adaptable animal that ever lived. Right now, he's on a national reducing diet. Within a few years, we'll have the meat-type hog, and everybody will be happier about pork sales and fat content.

**THE YEAR 1955 is the cowboy's 300th birthday. He's still in there hustling, and doing a much more constructive job than the movies and television shows lead one to believe. He grew 13 billion pounds of beef last year, complete with hides and**

all those other by-products. He'll do better than that this year. You'll find him operating breed farms, feedlots and rangelands in the shadow of big cities, as well as Florida, the Gulf Coast, the Far West and the Pacific slope. Someday I want to visit the cattle ranch that, my informants contend has been operating on Long Island for almost 300 years.



Today you'll find the cowboy operations thoroughly mechanized with jeeps, bulldozers, patrol planes, trucks and a host of special machinery devised for him by the automotive industry.

The Mother Goose book still chants, "This little pig went to market." And the market shown is 300 years behind the times. Who'll take on the job of bringing this marketing concept up to date for tomorrow's consumers, and give the copy and art as much wallop as Mother Goose and her collaborators did in 1650? In 1955, three-fourths of all livestock is hauled to market by truck. The rest comes by fast freight. There's human interest galore in this phase of animal-agriculture.

Antibiotics, chemical feeds and fat-sprayed feeds are performing miracles in livestock production. But we still have some puzzles to untangle. There's good copy in that subject, too.

Hundreds of leads exist in this field of animal-agriculture. All of them are important facets in consumer-education. They can combine into a common language for the urbanite, suburbanite and ruralist. They can help to evolve a positive program of producer-processor-consumer cooperation for tomorrow's better world.

I hope you will participate in this window job. It can open broad and exciting new frontiers for you and your audience, the frontiers of peace and plenty for the future.

## NEW IOWA STOCKYARD

New \$50,000 stockyard facilities have recently been completed at Council Bluffs, Ia., the Union Pacific Railroad announces. With 40 pens, eight double-deck loading chutes, hay and grain buildings, etc., it is expected that feeding-in-transit business will double the previous volume. Bulk of the business comes from feeder cattle moving from the Plains into the Corn Belt, sheep moving east for slaughter and hogs going west to Los Angeles, Portland and other West Coast points.

## For SUPERIOR RESULTS Use COTTONSEED MEAL OR PELLETS

TO SUPPLY EFFICIENT, CONCENTRATED  
PROTEIN AT MOST ECONOMICAL COST

Educational Service

NATIONAL COTTONSEED PRODUCTS ASSOCIATION  
618 Wilson Building

Dallas 1, Texas

## IDAHO SHORTHORN BREEDER'S ASS'N.

## FALL SALE

Nov. 19, 1955

Idaho Livestock Auction, Idaho Falls, Idaho

28 BULLS

10 FEMALES

Several outstanding HERD SIRE prospects and a good number of coming 2-year-old range bulls in range flesh. Females both open and some carrying the service of TOP Idaho, Montana and Utah sires.

In conjunction with the sale 100 to 125 good mixed Shorthorn calves from the YA BAR Livestock herd at Dell, Mont., and other Idaho Breeders.

### Consignors:

Crapo Bros. ....	St. Anthony, Ida.	Ray Quayle .....	Parker, Ida.
Hugh L. Barnes & Sons.....	Morgan, Utah	Alex Mai .....	Burley, Ida.
W. H. Maughn .....	Ronan, Mont.	F. V. Morrison .....	Murtaugh, Ida.
Leo M. Banks & Sons.....	Spanish Fork, Utah	YA BAR Livestock .....	Dell, Mont.

JUDGES: Wade Wells, University of Idaho, Moscow, Ida.  
E. F. Rhinehart, Salt Lake City, Utah

C. R. "Tige" Thomas, 2403 Louise Lane, Billings, Mont., Sale Mgr.  
Glenn A. Harvey, Box 1138, Idaho Falls, Ida., Sec.

For further information and catalogs, contact the Sale Manager or Secretary

STAT

ARKANSAS  
Clyde E.

ALABAMA  
T. W. A.

E. H. W.

Nia, S.

ARIZONA  
Steve B.

Mrs. J. K.

Ariz.

CALIFORNIA  
Harvey A.

J. Edgar

Cisco,

COLORADO  
R. A. B.

David G.

Colo.,

FLORIDA  
J. B. St.

R. Elmo

asst. s.

GEORGIA  
Frank G.

W. Tap.

Savan.

IDAHO CA  
Von Nee

Leon L.

Boise,

KANSAS L  
George

A. G.

Kan.,

LOUISIANA  
Watkins

A. P. Pa-

secy.

MARYLAND  
Irvin O.

Amos R.

Park,

MISSISSIPPI  
Doris B.

Paul F.

Miss.,

MONTANA  
Dan Fu-

Ralph J.

NEBRASKA  
Bern R.

Robert

NEVADA S  
Ray Ba-

Samuel

secy.

NEW MEXICO  
J. S. C.

Horace

N. M.

NEW YORK  
C. H. B.

M. D. I.

NORTH D

Brooks

Harry L.

Bismar

OKLAHOMA  
J. B. S.

Jack F.

home

OREGON  
Garland

Ed Col-

Princ

BE

## STATE ASSN. OFFICERS

**ARKANSAS CATTLEMEN'S ASSN.**  
Clyde E. Byrd, Little Rock, Ark., pres.

**ALABAMA CATTLEMEN'S ASSN.**  
T. W. Athey, Jr., Grady, Ala., pres.  
E. H. Wilson, 468 So. Perry St., Montgomery, Ala., secy.

**ARIZONA CATTLEMEN'S ASSN.**  
Steve Bixby, Box 311, Globe, Ariz., pres.  
Mrs. J. M. Keith, Adams Hotel Lobby, Phoenix, Ariz., secy.

**CALIFORNIA CATTLEMEN'S ASSN.**  
Harvey McDougal, Rio Vista, Calif., pres.  
J. Edgar Dick, 659 Monadnock Bldg., San Francisco, Calif., secy.

**COLORADO CATTLEMEN'S ASSN.**  
R. A. Burghart, Colorado Springs, Colo., pres.  
David G. Rice, Jr., 4651 Lafayette St., Denver, Colo., secy.

**FLORIDA CATTLEMEN'S ASSN.**  
J. B. Starkey, Largo, Fla., pres.  
R. Elmo Griffin, Box 625, Kissimmee, Fla., ast. secy.

**GEORGIA LIVESTOCK ASSN.**  
Frank G. Binford, Thomaston, Ga., pres.  
W. Tap Bennett, Central of Georgia Ry., Savannah, Ga., secy.

**IDAHO CATTLEMEN'S ASSN.**  
Van Ness Wallentine, Paris, Ida., pres.  
Leon L. Weeks, 308 Continental Bk. Bldg., Boise, Ida., secy.

**KANSAS LIVESTOCK ASSN.**  
George Andrews, Kanopolis, Kan., pres.  
A. G. Pickett, 1025 Kansas Ave., Topeka, Kan., secy.

**LOUISIANA CATTLEMEN'S ASSN.**  
Watkins Greene, Youngsville, La., pres.  
A. P. Parham, State College, Baton Rouge, La., secy.

**MARYLAND BEEF CATTLE PRODUCERS, INC.**  
Irvin O. Wolf, Westminster, Md., pres.  
Amos R. Meyer, University of Maryland, College Park, Md., secy.

**MISSISSIPPI CATTLEMEN'S ASSN.**  
Doris Bollew, Natchez, Miss., pres.  
Paul F. Newell, P. O. Box 325, State College, Miss., secy.

**MONTANA STOCK GROWERS ASSN.**  
Don Fulton, Ismay, Mont., pres.  
Ralph Miracle, Helena, Mont., secy.

**NEBRASKA STOCK GROWERS ASSN.**  
Bern R. Coulter, Bridgeport, Nebr., pres.  
Robert Howard, Box 590, Alliance, Nebr., secy.

**NEVADA STATE CATTLE ASSN.**  
Ray Bankofier, Fernley, Nev., pres.  
Samuel C. McMullen, Box 871, Elko, Nev., secy.

**NEW MEXICO CATTLE GROWERS ASSN.**  
J. S. Culberson, Lordsburg N. M., pres.  
Horace H. Hening, Box 619, Albuquerque, N. M., secy.

**NEW YORK BEEF CATTLEMEN'S ASSN.**  
C. H. Banham, Cooperstown, N. Y., pres.  
M. D. Lacy, Wing Hall, Ithaca, N. Y., secy.

**NORTH DAKOTA STOCKMEN'S ASSN.**  
Brooks J. Keogh, Keene, N. D., pres.  
Harry L. Tracy, Missouri Valley Motors Bldg., Bismarck, N. D., secy.

**OKLAHOMA CATTLEMEN'S ASSN.**  
J. B. Smith, Box 567, Pawhuska, Okla., pres.  
Jack R. Houser, 1207 B, So. Agnew, Oklahoma City, Okla., secy.

**OREGON CATTLEMEN'S ASSN.**  
Garland Meador, Prairie City, Ore., pres.  
Ed Coles, Ochoco Inn Bldg., (P. O. Box 176), Prineville, Ore., secy.

**SOUTH DAKOTA STOCK GROWERS ASSN.**  
Harry Blair, 1225 Davenport, Sturgis, S. D., pres.  
W. M. Rasmussen, Box 1148, Rapid City, S. D., secy.

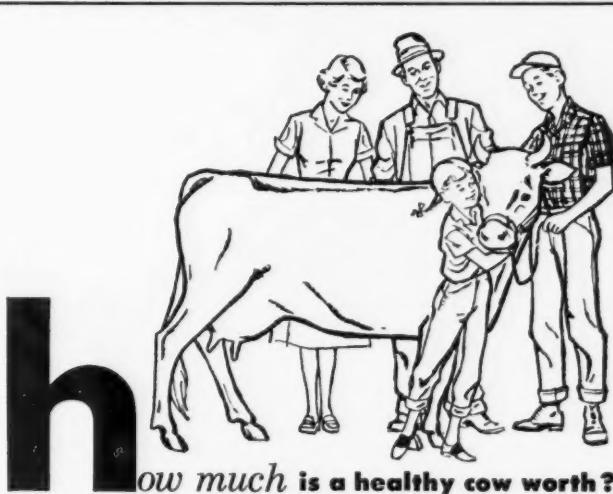
**TENNESSEE LIVESTOCK ASSN.**  
James B. Nance, Alamo, Tenn., pres.  
William P. Tyrrell, P. O. Box 1071, Knoxville, Tenn., secy.

**TEXAS & SOUTHWESTERN CATTLE RAISERS ASSN.**  
Roy Parks, Box 114, Midland, Tex., pres.  
Charles A. Stewart, 410 E. Weatherford, Ft. Worth, Tex., secy.

**UTAH CATTLE & HORSE GROWERS ASSN.**  
T. Ray Theurer, Providence, Utah, pres.  
Edward S. Crawford, 412-A State Capitol Bldg., Salt Lake City, Utah, secy.

**WASHINGTON CATTLEMEN'S ASSN.**  
John McMinimes, Outlook, Wash., pres.  
J. K. "Pat" Ford, 120 W. 6th Ave., Ellensburg, Wash., secy.

**WYOMING STOCK GROWERS ASSN.**  
Norman Barlow, Cora, Wyo., pres.  
Robert Hanesworth, 1605 Central Ave., Cheyenne, Wyo., secy.



*How much is a healthy cow worth?*

One family figures it at several hundred dollars—and their telephone saved them that much recently. When the cow got sick, a quick call to the vet brought help in the nick of time. Around the farm, you'll find that the telephone doesn't cost — *it pays!*

### MOUNTAIN STATES TELEPHONE

**COME ALONG TO YUCATAN**  
**JOIN IN THE FUN**  
**Your 1956 Official Post-Convention Tour**  
**3-Day All-Expense Trip Leaving New Orleans January 12**

**\$137.80 Per Person**

Plus \$9.18 U. S. Tax — Add \$25.00 for Single Accommodations

— MAIL THIS RESERVATION APPLICATION TODAY —

**McDOUGALL'S TRAVEL SERVICE**

**HOTEL MONTELEONE**

**NEW ORLEANS 12, LA.**

Please enter my reservations for Convention Tour, which includes round trip airfare, hotels, meals, transfers and sightseeing.

There will be ..... (number of people) in my party.

NAME: .....

ADDRESS: .....

Attached check for \$..... (Please make check payable to McDougall's Travel Service)

Deposit of \$25.00 per person is required; full payment due Dec. 7.



## JUNIOR LETTER

Our ranch is in the south central part of South Dakota. The grass this year has not been as good as usual, but there is still plenty that we were able to get enough hay to carry us through the winter O.K. Was quite hot and dry this summer. Didn't get very much rain from the first part of June until the middle of September. The cattle did O.K. and will probably weigh about the same as last year. We sell our yearlings around Oct. 20. We raise Herefords and have our own cow herd.

I have three older brothers. Three of us may be able to attend the National convention at New Orleans in January. Dean is taking a civil engineering course at Notre Dame so will probably not get to be there. Bob is in the army; he is stationed in Korea, but is supposed to get back about the middle of December. Bill graduated from high school at Winner, S. D., last year. He didn't go on to school as he decided to stay out a year and then go to college. I go to high school in Winner also—this is my second year there.

Hope to see you in New Orleans  
at the National.

**Dick Adrian,**  
White River. S. D.

#### **ASK GOVT. MEAT BUYING**

Representatives of several Utah live-stock industry groups, including the **Utah Cattle and Horse Growers Association**, met recently at Salt Lake City and adopted a resolution asking

**UTAH LOCAL ASSOCIATION ORGANIZES**



These Duchesne County (Utah) cattlemen are framing a constitution and by-laws for a new county cattle association which was later enthusiastically supported at an evening meeting of 70 cattlemen in Roosevelt, Utah. The organization, to be known as the Duchesne Cattle Association, will affiliate with the state and national organizations. L. to r. (above) Hugh Colton, president of the neighboring Vernal County cattlemen's group; Horace Allred, who called the meeting; Wm. C. Foy; Bob Murdock, county agent; Gilbert Beebe; Tom Olson; Wayne Malin; Wm. Fieldstedt, and Burt Lusty.

the government to buy beef, lamb and hogs. Such purchases, to go into the school lunch program, for foreign use and for the armed services, were favored over any subsidy plan. Represented at the meeting, besides the cattlemen, were the Utah Wool Growers, the state's Farm Bureau Federation, American Dairy Association of Utah and the state agriculture department.

## **NEW N. D. SECRETARY**

The president of the North Dakota Stockmen's Association, Brooks J. Keogh of Keene, announces the appointment of Harry L. Tracy of Fargo as the new secretary-treasurer of the association. Millard T. Lund, the organization's chief brand inspector, has been acting secretary since July 1, in addition to his other duties. Mr. Tracy is a native of North Dakota.

## **HOGMEN OPPOSE SUPPORTS**

Hog farmers and industry representatives meeting recently with Agriculture Secretary Benson and other USDA officials recommended that no direct price support program be conducted on hogs and that no action be taken which would result in piling up storage stocks of pork in government hands.

They suggested the department watch marketing developments closely and be ready to start a limited purchase program if it became necessary. Such a purchase program was announced in mid-October, to involve some \$81 million for buying pork and lard.

## **URGES BOND PLAN**



Jay Taylor

He specifies "The E bond while you're building for the future; the H bond when you want current income with no risk whatever," and cites the extra benefits of knowing that this ideal investment also helps the Treasury manage the nation's money affairs to help keep the economy growing with the population and our dollars stable and sound. To sum up, "It's an all-around smart thing to buy and hold" the bonds.

#### **ANOTHER GOOD BUY**

The annual reading treat known as The Old Farmer's Almanac is out, in its 164th continuous year of publication, offering weather forecasts, planting tables, "anecdotes, pleasantries," farm calendars for each month, photographs and woodcuts. The tangy friendliness notable in issues of the past is there all over again; the folksy hints and recipes are just as helpful and good-sounding, and the weather information seems just as authoritative and confident as ever. It's still a dandy 25 cents' worth!

## **BOOK ON TEXAS ASSOCIATIONS**

The Texas & Southwestern Cattle Raisers Association (410 East Weatherford, Fort Worth, Tex.) is offering a special edition of "Great Roundup—The Story of Texas and Southwestern Cowmen" by Lewis Nordyke. It's a story of rugged men, exciting adventure and dramatic incidents. Priced \$5. postpaid.

#### **NEW SWAMP FEVER BOOK**

The USDA last month issued a revised treatment of the subject "Infectious Anemia (Swamp Fever) of Horses, Mules and Donkeys"—Farmers' Bulletin 2088. It discusses prevalence and causes of the ailment; forms and symptoms of the disease; diagnosis; treatment, and control. Copies available at 10 cents from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

## CORN PRICE SUPPORT

The USDA announced the national average support price for 1955-crop corn will be \$1.58 per bushel—same as the minimum support price announced for the 1955 crop in March of this year.

## PUBLIC AND YOU

(Continued from Page 8)

that less valuable floor space is needed for this line than for fresh meat and that handling and waste costs will be lower.

"Is the quality worth the price?"

We're putting our name on it . . . it'll be mighty good. We certainly intend to stress quality in our advertising.

"What are some of the areas where this line offers great promise?"

In all areas where working wives and busy homemakers want convenience and quality. We expect great things of it in areas where well-finished beef is not too generally supplied. We also expect that it will find favor with the resort and restaurant trade—who have been buying pre-trimmed and frozen cuts for some time. And we anticipate growing demand as home freezer sales increase.

This line should also lead to more "slot-machine" vending and will be popular with delicatessen and other small shops not now handling meat. We have heard predictions from merchandising experts that frozen, boned-trimmed meat packages will account for half of all meat sales within 10 years.

"Does the housewife readily switch her cooking habits and accept the new cooking instructions which call for different times because the meat is frozen?"

We can only wait and see, but we have advisers at each test showcase to point out the difference and to gather opinions and information for our further development.

"Does this new line indicate that the homemaker is willing to pay more than the accepted 5.8 per cent of her disposable income for meat?"

We wish we knew.

And so a new day in beef merchandising may be dawning . . . with new questions arising at each step along the way.

## LIVESTOCK LOSS TACKLED

The problem of livestock loss was taken up at a meeting sponsored by meat packing, marketing and transportation interests and the Omaha-Denver Committee of Livestock Conservation, Inc. Feature of the Chicago gathering was a series of brief talks on the loss problem. (The USDA has stated that for every \$100 of national livestock income, losses waste \$20.) Colored slides showed results of crippling, bruises and other injuries. Common sense and "easy does it" were offered as the best way to handle stock at home, on the road and at the market. Earle G. Reed, general livestock agent for the Union Pacific, originated the idea of the meeting, which may become an annual event.

## NO MORE DEPRESSIONS, SAYS U. S. CHAMBER

The Chamber of Commerce of the United States, which has just completed a one-year study of the subject, says bad depressions can be avoided but economic stability must not be taken for granted. The prospect is based on increased understanding of the business cycle, new methods of stabilization and increasing realization of the need for action to prevent serious setbacks. The report concludes that minor fluctuations and adjustments in industry are inevitable.



know how many years I have been a member of the National? I am not living in Wyoming any more, as you will see by this letter, but live in Red Lodge, Mont., where I expect to round out the rest of my life. I appreciate very much the good work the association has done and how much more it could do if it had several times as many members.

—Fred Wright, Carbon County, Mont.

(Mr. Wright has been a member of the American National since 1935.—Ed.)

A GOOD VALUE—We feel a most worthwhile investment in view of the past record of the American National.

—Vaughn E. Johnson, Converse County, Wyo.

## Give ONE-SHOT PROTECTION against SHIPPING FEVER

with INJECTION

# BICILLIN®

Dibenzylethylenediamine dipenicillin G in aqueous suspension

"Up to 9 days penicillin protection—  
from just one injection!"

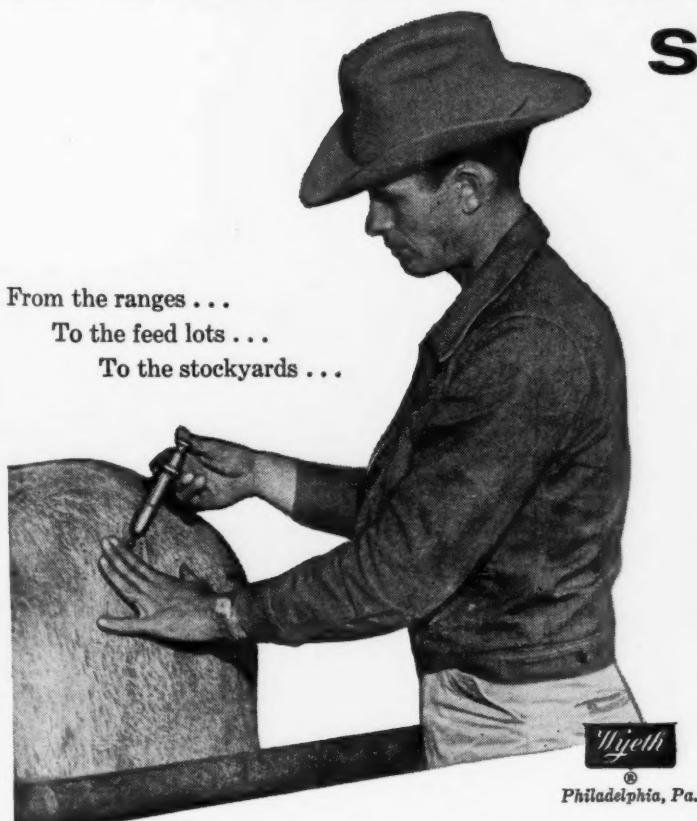
A single dose of Injection BICILLIN—the longest-acting penicillin preparation developed to date—produces uninterrupted penicillin blood levels in cattle *lasting up to 9 days!* This prolonged level makes possible the prevention of Shipping Fever and many other infections associated with the shipment of animals. One shot gives the cattle penicillin protection from range to shipping destination. That's good, economical business for both shippers and receivers of cattle!

Supplied: In vials; 10 cc., 50 cc.; 200,000 units per cc. Also available in Tubex® cartridges, 600,000 units per Tubex, and single-dose disposable syringe of 2,400,000 units.

From the ranges . . .

To the feed lots . . .

To the stockyards . . .



Wyeth  
Philadelphia, Pa.

AVAILABLE FROM YOUR DRUGGIST OR OTHER ANIMAL HEALTH PRODUCTS SUPPLIER

# A Thousand To One

By T. J. KERTTULA and D. L. McDONALD

MANY A MAN IN THE OLD West risked his life against desperate odds, but none of them equalled the record of John Colter, who gambled his when the odds were a thousand to one against him.

Sixty years before the longhorn herds would drift up from Texas to the lush prairies of Montana, Colter and a handful of other trappers were taking beaver pelts along the reaches of the Jefferson, the Gallatin and the Madison rivers where they converge to form the Big Muddy. This was in the heart of the Blackfoot hunting ground, and in the spring of 1808 war-drums and signal fires on every hill spoke the tribe's sullen determination to drive the white men out.

Despite the danger, a few white men refused to leave. Among these were John Colter and his partner, a man named Potts. They were running a trapline about where the town of Three Forks, Mont., now stands. Realizing the risk they took, the two worked only at night. During the day they hid on one or another of the many brush-covered river islands.

ONE morning in April, 1808, a heavy fog-bank along the Jefferson de-

layed them. The traps they'd set the night before all had to be picked up, for traps were valuable—and revealing—and daylight found them still creeping along, not daring to overlook one.

Suddenly Colter motioned his partner to stop paddling and listen. From the fog-shrouded bluff above them came a strange, muffled, tramping sound.

"Injuns?" Colter whispered. With a quick stroke of his paddle he sent the canoe toward the opposite bank.

Potts laughed and headed it back into the current. "Getting scary, John?" he asked. "That's just buffalo coming down to drink. It'd take at least a thousand Injuns to make that much racket."

Colter, unconvinced, speeded up the tempo of his paddling. The noise on the bluff was left behind and there was no sound but the hiss of the flood waters against the small craft.

"Injuns or not," Coulter muttered, "let's hope this fog don't burn off the river till we're safe in the willows on the next island."

But luck was against them. Around a sharp bend, still a mile from their goal, the fog suddenly lifted. Both men stopped paddling, aghast. The

bluff above them, as far as their eyes could see, was alive with Blackfoot braves. Pott's estimate was right; the trampling they'd heard upstream was that of at least a thousand warriors. In the fog, they'd paddled into the middle of a huge Blackfoot hunting party. It was too late to back-track now.

On the bluff, the Indians had sighted the canoe and their warwhoops shrilled in a rising chorus across the river. An old man, apparently their chief, motioned the white men to come ashore. Colter quietly slipped the traps over-side before he turned the canoe toward the bank. There was nothing to do but try to bluff it out.

As the bow touched the beach, an Indian reached out and snatched Colter's gun. Colter moved swiftly. He leaped ashore, jerked the gun from the warrior's hands, and handed it back into the canoe to Potts. A murmur, perhaps of admiration, went along the line of waiting braves. Courage was something they knew and respected. Colter stood, head up, and made the gesture of friendship with his open hand. Perhaps, he thought, they had a chance. This seemed to be a hunting party . . . at least there were no war-bonnets in sight.

They might have made it if Potts hadn't lost his nerve. Dropping the rifle into the bottom of the canoe, he shoved away from the bank and headed for midstream.

## Fifth Annual Colorado Hereford Bull Sale

Co-sponsored by

Colorado Cattlemen's Association -- Colorado Hereford Association

BULLS TO FILL ANY NEED

100 Top Quality Bulls

Consigned by 27 leading Colorado Breeders

COLORADO SPRINGS, Colo.—DEC. 3

Sale starts at 12:00 noon in the Pikes Peak Sale Pavilion  
—5 miles east of Colorado Springs on U. S. Highway 24.

FOR A COPY OF THE CATALOG WRITE  
COLORADO HEREFORD ASSOCIATION  
Motor Route 3, Colorado Springs, Colo.

Bull Grading—Dec. 2  
Bulls Sell—Dec. 3

AUCTIONEERS:  
Hank Wescamp, Alamosa, Colo.  
Howard Schnell, Dickinson, No. Dak.

"Don't  
"For God  
pushed  
Swiftly  
bow and  
of the be  
hip in  
rifle in  
"Curt  
"Zoo  
onder," Pe  
do is tak  
luck. Jo

The r  
braves t  
into the  
load, a d  
slipped f  
board, a  
and whi  
rocks. T  
until i  
around  
their at  
Colter.

SEVER  
him,  
waved t  
a few m  
fast, hu

So th  
have gre  
to run t  
Too, the  
would g  
count c  
eration  
prisoner



YOU  
Gath

Juni  
Qua  
Here

Novemb

"Don't run, man," Colter shouted, "For God's sake, don't run!" But Potts pushed on, giving no sign he had heard.

Swiftly one of the warriors raised his bow, and Potts slumped to the bottom of the boat with an arrow through his hip. In a moment he was up again, rifle in hand.

"Gurt bad?" Colter called anxiously.

"Too bad to let them take me prisoner," Potts shouted back. "Best I can do is take a few of them with me. Good luck, John!"

The rifle cracked, and one of the braves threw up his hands and plunged into the current. Before Potts could reload, a dozen arrows hit him. The rifle slipped from his hands and went overboard, and the river took the little craft and whirled it broadside against the rocks. The Indians watched in silence until it vanished, half-submerged, around the bend. Then they turned their attention toward the still-living Colter.

SEVERAL warriors made a rush for him, tomahawks lifted, the old chief waved them back. He studied Colter for a few minutes, then asked, "You run fast, huh?"

So that was it. The braves would have great sport if the white man tried to run the gantlet of their war-clubs. Too, the man who brought him down would gain the unquestioned right to count *coup*—a most important consideration when there was but this one prisoner for a thousand captors.

"Very poor runner," Colter replied in sign language. "Very poor sport for your braves. The first man in line will bring me down."

any Blackfoot warrior. Ten steps, twenty . . . a hundred . . . and still the arrow did not come. Puzzled, he glanced back. The ranks of younger braves—



Once more the chief considered. Finally he gave a muttered order, and half a dozen braves closed in on Colter. They stripped him of every shred of his clothing, even his shoes. Then they led him, naked, up the bank and out onto the open prairie. A few hundred yards from the river, the assembly halted and the chief motioned the guards to release the prisoner.

Impressively, with a wide sweep of his arm, the old man spoke. Colter savvied enough of the Blackfoot tongue to know he was being told, "Go. Go away from here." Because he had shown courage, snatching back his own gun, Colter guessed he was being offered the kindest death accorded a captured warrior. Unguarded and unshackled, he would walk out across the open prairie until he dropped with a merciful arrow in the back.

Deliberately, he turned his back on the chief and strode away. He'd show the Indians he could die as bravely as

about 800 of them—were stripping off their gear. The old chief had evidently decided the knotty question of how to divide one scalp among so many warriors by offering it to the one who could run it down.

In one long stride, Colter was off.

Warhoops told him the whole pack was on his heels. Guessing that they would expect him to double back toward the willow thickets along the river bank, he reversed direction and headed out across the open prairie. Whoever wanted his scalp was going to have to run for it.

The braves had laid aside their shields, carried only spears, and were stripped down to their moccasins. They had a great advantage over Colter, whose bare feet were soon torn and bleeding. But even so, the advantages were not all on one side. Colter had a good hundred yards' head start, and a pressing reason for keeping it. And apparently the

A large advertisement for the National Western Stock Show. At the top, a banner reads "GOLDEN ANNIVERSARY" and "THE WEST'S MOST USEFUL LIVESTOCK EVENT". Below the banner are three circular images: a crowd of people, a building, and a stadium. The years "1906 ..... 1908 ..... 1956" are displayed below the banner. The main title "NATIONAL WESTERN STOCK SHOW" is in large, bold letters, followed by "HORSE SHOW • RODEO" and "DENVER, COLORADO • JANUARY 13-21, 1956". Below this, text reads "YOUR GOLDEN OPPORTUNITY TO SEE . . . TO SHOW . . . TO BUY AT THE BEST SHOW MARKET IN THE NATION! Gathering place for the "Blue Bloods of Livestock" . . . Herefords — Aberdeen-Angus — Shorthorns — Sheep — Hogs — Halter and Performance Horses". A sub-headline says "THE YEAR'S BIGGEST PUREBRED CARLOAD BULL SALE . . . OVER 2,000! Uniform breeding, serviceable ages and condition." An "AUCTION SALES" section lists entries for Jan. 14, 16, and 18. A note says "Individual Entries Close Dec. 1 — Carload Entries Close Dec. 26". "18 EXCITING HORSE SHOW AND RODEO PERFORMANCES!" are listed. At the bottom, it says "For Full Information, Premium Lists, Entry Forms & Tickets, write: WILLARD SIMMS, General Manager Stockyards Station—Denver 16, Colorado".

## You Get BETTER LOOKS

from the slim, trim tailoring.

## You Get MORE WEAR

11-oz. Lee Cowboy Denim is tough.

## You Get PERMANENT FIT

Sanforized, they stay your size.

Casey Tibbs  
World's  
Champion  
Saddle Bronc  
Rider



## Lee Riders

Western Cowboy Pants  
and Jackets

THE H. D. LEE COMPANY  
Kansas City, Missouri

### BIG BEEF

A politician is a public official who helps himself to the gravy before he serves his country.

—Howard Haynes.

WHEATLAND RANCH  
Aberdeen-Angus Breeding Stock  
For Sale

James B. Hollinger Chapman, Kan.

legends about Indian runners did not apply to the Blackfeet, for when at length he ventured a backward glance Colter found that they were strung out far behind him.

They were well into the second mile when disaster almost overwhelmed the white man. Blood pounded in his ears, drowning out the sound of pursuit, and his pace slackened. For the first time, he dared to hope. Then he noticed that, though he had outdistanced all but half a dozen of the braves, three of the leaders were rapidly overtaking him. Gasping and reeling, he put on another burst of speed. That was a mistake, for a small blood-vessel burst and he suffered a hemorrhage from nose and mouth.

By this time the leading brave, a huge muscular youth, was close enough to use his spear. Two others pounded along less than 50 yards behind. Colter whirled to meet them.

Startled, the leading brave broke step and stumbled.

Colter was quick to seize the advantage. He jumped forward, grasped the spear by its shaft, and jerked. Already off balance, the Indian went down. As he fell, Colter snapped the shaft and drove the point into the warrior's shoulder, pinning him to the ground by his own spear. Then, whirling, Colter headed once more for the Madison, still a long four miles away.

A loud wail told him the pair just behind had reached their fallen companion, and when he saw them kneel beside the injured warrior Colter struggled on, gasping, intent on building up his lead.

He reached the banks of the Madison with a scant margin of safety, for less than a quarter-mile behind pounded several hundred furious braves. He lay for a minute, panting, in a convenient cottonwood thicket, then looked about for better concealment. There was no time to lose. A tumbled mass of driftwood piled against a tiny island in midstream gave him an idea, and he plunged into the icy water. Diving under the log mass, he came up among the branches of an uprooted tree. There he braced himself so only his face was above water between two pieces of driftwood, and waited.

He had not long to wait. Within minutes, a thousand warriors were searching the river-banks and the island. Several times they were so close he could have reached up and grasped a brown ankle. All day long they searched, while in the snow-fed waters of the Madison Colter's body slowly throbbed and ached into a merciful numbness. The sun had set before the Blackfeet withdrew, muttering, and went back to their buffalo hunt.

Colter waited several hours before making a move. Then he floated downstream for several miles, only his face above water, before he crawled out and sat shivering under an overhanging ledge. He had escaped with his scalp, but was he really much better off?

Several hundred miles separated him from the nearest settlement, and every foot of it was through hostile Indian territory. He was without food, clothing, or weapons—but he was alive! He crawled up the bank, took a bearing on the north star, and headed across the hills toward the Galatin valley.

The cleft now known as Bozeman Pass would have been his easiest way over the mountains, but he did not dare take it for fear of meeting Blackfoot warriors in its narrow confines. Instead, he climbed laboriously to the summit and down the icy cliffs on the other side.

FOR eleven days and nights he struggled on, hiding in the dense thickets during the daylight hours, sleeping in fitful snatches, and existing on a few dried berries and roots he could find. He moved only at night, walking sometimes on his frost-bitten, swollen feet but as often crawling on all fours, his knees and palms cut and bleeding.

Over the Divide to the Yellowstone, down that stream toward Lisa's Fort at the mouth of the Big Horn, Colter crept or staggered day and night without warmth or food or a stitch of clothing to protect him from the bitter cold of the Montana spring. On the morning of the twelfth day he crawled, barely conscious, to the log gates of Lisa's Fort.

The people at the fort carried him in and did what they could for this animated skeleton. They listened to his wild ravings, but put them down to figments of his delirium. No one, they were sure, could travel so far in such weather without food, fire, or clothing! Even when, contrary to their expectations, Colter's fine physique pulled him through, no one believed the story of his ordeal.

"A good woodsman, that Colter—but an awful liar," was the verdict whenever the subject was mentioned.

\* \* \*

It was not until many years later, when aged and tamed Blackfeet warriors admitted what had happened that morning on the Jefferson, that men realized what an incredible experience John Colter had survived.

But by then the man had disappeared. Some say he moved farther west; others that, embittered, he went back east, married, and settled down on a farm. Who knows?

At any rate, he probably never knew that his story had been vindicated, that at last men knew that his was one of the most unbelievable gambles of all times. Against odds of a thousand to one, John Colter ran his race with death . . . and won.



AMERICAN CATTLE PRODUCER

Electric  
industry,  
and spec  
and lab  
sixth an  
to be he  
lege, Dec  
chairman  
departme  
tend wi  
future P

U.  
Among  
pictures  
are "Blac  
showing  
and hay,  
its impor  
25-minut  
ing of g  
ing stock  
teeting s  
outs, rou  
be obtain  
developme  
Railroad

COLD  
LIFTE

A bar  
delicates  
Chicago  
lifted to  
until 9  
stores a  
but the  
6 P.M.

U.

\* BASED  
PER AC

Lan  
states.  
slight  
nationa  
per cen

Novem

## WSC SLATES SHORT COURSE

Eighty outstanding authorities from industry, stockmen, college researchers and specialists will staff 140 lecture and lab classes which will feature the sixth annual stockmen's short course to be held at Washington State College, Dec. 12-17. Dr. M. E. Ensminger, chairman of WSC's animal husbandry department, states stockmen who attend will get a preview of possible future progress for the industry.

## U. P. OFFERS FILMS

Among the dozen agricultural motion pictures in Union Pacific's film library are "Blades of Green," a 15-minute film showing use of grass for range, pasture and hay, erosion control and generally its importance; and "Cattle Country," a 25-minute film which portrays reclaiming of grazing lands, producing breeding stock, feeding, water supply, protecting stock from diseases, ranch layouts, roundups, etc. The pictures may be obtained from the Agriculture Development Department of Union Pacific Railroad, 1416 Dodge St., Omaha, Nebr.

## COLD-CUTS RESTRICTIONS LIFTED IN CHICAGO

A ban against selling sausage and delicatessen meats in the evening in Chicago and northern Illinois has been lifted to permit sale of such meats until 9 P.M. About 700 self-service stores are affected in the new ruling; but the sale of fresh meats after 6 P.M. is still prohibited.

## PARITY FIGURES

The September 15 parity figure for all beef cattle was 75 per cent—same as a year ago—and average price was \$15.60. Prime cattle at Chicago on that date averaged \$24.17 (81.05 per cent of parity); choice \$23.34 (83.56 per cent of parity); utility \$14 (68.72 per cent of parity); utility cows \$10.82 (62.25 per cent of parity.) Feeder steers at Kansas City averaged \$17.96 (80.68 per cent of parity.)

## JUDGING TEAMS COMPETE

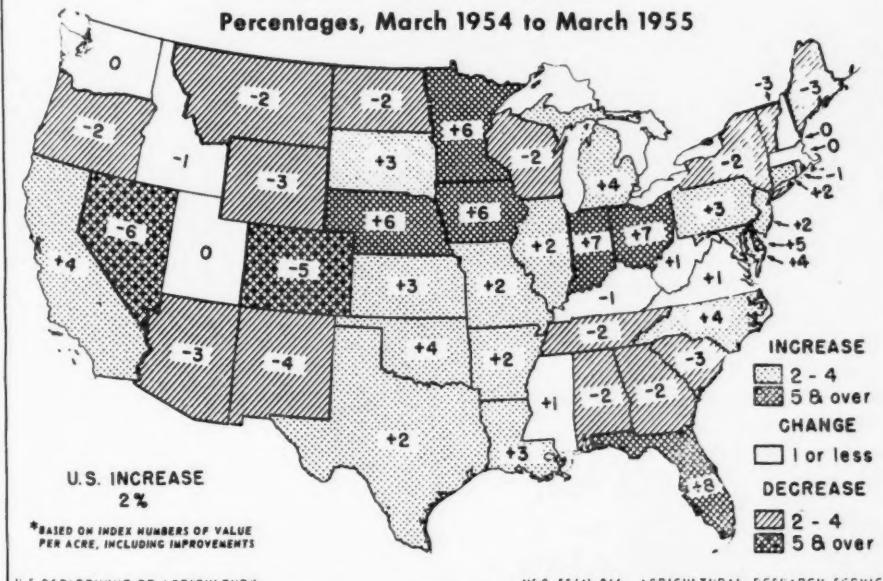
The University of Wisconsin had top team in beef judging and Kansas State placed first in beef grading in the 25th intercollegiate meat judging contest at the American Royal Oct. 18. The event, sponsored by the National Live Stock and Meat Board, drew teams from 16 colleges, with 48 students participating. Top team in the entire contest was the University of Tennessee, followed by Oklahoma A. & M. and University of Wisconsin.

## BLACK MARKETS ON MEAT RESULT FROM PRICE CONTROLS

A British report on the African meat trade indicates the rise of considerable black market trouble as a result of price controls in some British South Africa areas. Beef is being smuggled in and grade stamps are being counterfeited. Existence of the controls and proposals that they be extended have brought many strong protests, with the situation nearing strike proportions.

## CHANGES IN DOLLAR VALUE OF FARM LAND\*

Percentages, March 1954 to March 1955



Land values March 1955 were above those of a year earlier in half the states. Largest gains were centered in the Corn Belt, while values averaged slightly lower in the Southeast, the Northeast and the mountain region. The national index of average value per acre advanced to 125 (1947-48=100), 1 per cent above last November and 2 per cent above a year earlier.

## Control ALL 4

FALL and WINTER STOCK-PESTS

### CATTLE GRUB

(Wolves, Warbles)

### Lice, Ticks

And Sarcoptic

### Mange Mites

### ECONOMICAL

Spray Dilutions  
up to 1 to 160!



FARNAM

## ROTENOX

LIVESTOCK Spray CONCENTRATE

Apply Rotenox as a spray, dip or wash. High pressure *not necessary*! Just make sure animals are wet to the hide, and Rotenox does the job. Kills cattle grub, lice, ticks and mange mites, *all four*, with an amazing paralytic killing action. Non-toxic to warm blooded humans and animals, yet highly toxic to cold-blooded stock-pests! Economical too! One gallon of Rotenox makes up to 160 gallons of finished spray.



At Your Favorite Dealer  
FARNAM CO.—Phoenix, Ariz.—Omaha, Nebr.



Complete with set of figures 1 to 10, bottle of ink and full instructions, all for \$5.25, postpaid.

## CATTLE BLANKETS

Made from quality materials, expertly tailored, all sizes. Prompt service. Write for circular and prices.



## NECK CHAINS

1. Bright silvery finish chain.
2. Solid brass number plates.
3. Key ring fasteners
4. Priced reasonable.



Illustrating neck chains, ear tags, marking devices, syringes, veterinary instruments, brushes, combs, clippers, horn and hoof tools, remedies and hundreds of items for the stock raiser.  
—Write for it.

**BREEDERS SUPPLY CO.** COUNCIL BLUFFS  
IOWA

ed him  
d every  
Indian  
clothe-  
ive! He  
ring on  
oss the  
  
ozeman  
est way  
ot dare  
ackfoot  
ers. In-  
on the

the strug-  
hickets  
ping in  
a few  
ld find.  
ng some-  
en feet  
ours, his  
  
ewstone,  
Fort at  
er crept  
without  
clothing  
the cold of  
morning  
barely  
n's Fort.  
him in  
to his  
own to  
ne, they  
in such  
lothing!  
xpecta-  
ded him  
story of

er—but  
t when-  
d.

s later,  
et war-  
ned that  
at men  
perience

disap-  
farther  
he went  
down on

er knew  
ed, that  
one of  
s of all  
sand to  
ce with

DUCER



# LADIES' CHOICE



## Through a Ranch House Window

By Dorothy McDonald

First, let me say "thanks" to those of you who have taken time from your busy days to write to me. For I, too, am so busy just now that I do not have the extra time to go in search of news... if it were not for your letters this would be a very skimpy department this month, I fear. I hope you will continue to let me know how things fare with you all—both in your state and local organizations and in your own homes, beyond your own Ranch House Windows. I'm wide open for suggestions as to how best to use our space in these pages in 1956. Do you want more news of organizations? More about people, as our Neighbor column? Or what? It's none too soon to plan what sort of Chimes we'll have in the New Year. I'd love to have suggestions.



Mrs. McDonald

"Recently I wrote our National officers asking the advantages of being affiliated with the National," writes Mrs. Dave Robinson, president of the North Dakota CowBelles. "I asked purely for my own information and to explain to our state group. However, the answer is so excellent I thought perhaps you might like to print it, so all the state organizations could read it also."

Yes, I think it is something we are all interested in. You'll find Mrs. Watt's answer elsewhere on these pages. I do not see how I could improve or amplify it.

\* \* \*

A nice long letter from Mrs. Phil Nowlin came to our desk this month, too. Many of you will remember "Pat" Nowlin; she was our National secretary-treasurer during 1953. A very active member in her local CowBelles, the Bisbee-Douglas group, as well as in the Arizona and National organizations, Pat is missing her CowBelle activities since she moved to Dawson, N. M., about a year ago.

"However," she says, "we're liking our new home more and more. This has been a wonderful summer for weather, and a year when everything in New Mexico decided to bloom and bear. We have so many apples, pears, chokecherries, wild plums, crabapples, and so on, I've been trying to freeze or can some of all of them. My Homemakers Club won a blue

ribbon on a booth at the County Fair. We used uncooked jellies and jams as a theme and everyone who went by stopped for another look."

"The Arizona CowBelles had their quarterly meeting in September in Phoenix, and I would have loved to be there! Am planning on seeing everyone in New Orleans, if our plans do not gang agley. I need a magic carpet!"

"The trees are all taking on their fall dresses and they are truly wonderful. There are some old posts with vines clinging to them that look as if they had been dipped in red paint and put up to dry, the old cottonwoods are turning yellow and the aspens are a marvel to see. I love this time of year the best of all. Now, if I were once again as busy with CowBelle business as I was in 1953, everything would be just perfect."

The CowBelles have missed you, Pat, quite as much as you have missed them. Let's hope to see you in New Orleans in January.

And thanks again for writing.  
D.L.McD.

## At Home On The Range

This month I tasted a—to me—completely new and different dish. And when anyone has been interested in food and recipes for as many years as I have, that does not often happen! But this unusual southern way of cooking chicken, which my hostess called "Country Captain," was like nothing I had tasted before. The curry and spices reminded me of the East Indians' way with a chicken... and of course there was just a suggestion of the Chinese dish called "Chicken Almond"... but this was different, and as American as southern fried chicken. And as delicious, too. Sometime when you want to earn a reputation as a wonderful cook, take a little extra time and prepare this.

### COUNTRY CAPTAIN

A young tender hen, about 3½ lbs.  
½ cup flour, 1 tsp. salt, pepper, and 2 tsps. Accent or other sodium glutamate product to "pick up" the flavor, if you like.

Roll the chicken, which has been cut into frying size pieces, and the skin removed, in the seasoned flour. Brown on all sides in

½ cup shortening, heated.

Remove from skillet, set in a warm place. Into the drippings put  
1 cup finely chopped onions  
1½ cups finely chopped green pepper  
1 clove garlic, finely chopped  
Cook very slowly until these are just tender, stirring constantly.

Then add  
2 tsp. curry powder  
1 tsp. salt  
Pepper to taste  
Stir in  
4¾ cups canned tomatoes  
1 tsp. powdered thyme  
1 tsp. chopped parsley

Arrange chicken in a roaster, pour this tomato-vegetable mixture over. If it does not cover chicken, add a little warm water.  
Cover, bake in a moderate oven for about 45 minutes or until chicken is tender.

To serve, put chicken in center of a large heated platter. Surround with fluffy cooked rice. Pour sauce over the chicken and sprinkle with 1 cup of blanched almonds (or 1 cup of canned toasted almonds) that have been browned lightly in a little melted butter. If you like, you may drop ¼ cup currants or raisins into the sauce just before serving, but personally I do not care for them with chicken. For me, the onion-y, garlic-y, pepper-y sauce is just right without any extra touch.

My hostess told me that this was once the special recipe of a famous southern hostess who served it to such prominent people as General Pershing, General Patton, General Eisenhower, and Mr. Roosevelt.

However that may be, it is certainly a dish that is distinguished enough in its own right to be served to the most critical guest you know—and yet simple enough to delight the family 'most any Sunday night.'

And so... good eating... and good evening... to you all.

D.L.McD.

## Affiliation With The National CowBelles

By Arlene Watt, President

The National CowBelles coordinate programs so that the various states can all be working on them at one time, and by so doing we gain a greater prestige and wield a greater influence. A case in point would be the Beef for Father's Day program. I feel it would not have been possible if the National had not taken the lead and helped the states get organized.

Also the National is in a position to take a broader view of the problems confronting the livestock industry, and by working with the various states knows which problems are most pressing. And if one state has a particularly good idea, the National can pass it on to the other states. It is my belief that

local stat  
are all ec  
each the  
city. The fe  
composed  
especially  
publicity  
much to b  
agen  
Natio  
in ver a  
signif t  
Natio  
and wa  
Only by  
help our  
Some C  
not call it  
public re  
is what w  
lect for a  
that non  
officers h  
use for e  
paid their  
a contribu  
for the g

Belong  
is like ac  
pinpoint  
doing. Yo  
sults in t  
Amer  
Co  
Vol. 3, N  
President—  
Secretary—  
Centenni  
Vice-Presi  
nerville,  
berly, Id  
Editor — M  
St. San

## A MESS COWBEL

The C  
favorable  
Eisenhow  
dish—be  
was a C  
product t  
in the Ne  
was pri  
dent's pr

Have y  
contest o  
leans? W  
for the b  
Dressler  
test. G  
president  
contesta  
fying.

Remen  
tional co  
excellent  
order fr  
Portervil  
\$2 apiece  
direct to  
service o

local state and national organizations are equally important. They need each other to function at their top capacity. I feel that the general council, composed of the state presidents, is especially a wonderful source of good publicity ideas and has contributed much to help our organization.

When the states affiliate with the National, it means they have a voice in our affairs, and by so doing they signify their willingness to help. The National, on the other hand, needs and wants their support and ideas. Only by working together can we help our industry.

Some CowBelle groups, while they do not call it affiliation, send us money for public relations work—which actually is what we use every cent that we collect for anyway. I would like to stress that none of the National CowBelle officers has ever taken any money to use for expenses. They have always paid their own expenses, feeling it is a contribution they are willing to make for the good of the livestock industry.

Belonging to the National CowBelles is like advertising. You can't exactly pinpoint the concrete thing you are doing. You only know you do get results in the long run.

## American National CowBelle Chimes

Vol. 3, No. 11

November, 1955

President—Mrs. Joe H. Watt, Moorcroft, Wyo.  
Secretary-Treasurer—Mrs. Jack Dinwiddie, Centennial, Wyo.  
Vice-Presidents—Mrs. Fred Dressler, Gardnerville, Nev.; Mrs. Russell C. Larsen, Kimberly, Ida.; Mrs. Tom Field, Gunnison, Colo.  
Editor—Mrs. Dorothy McDonald, 7905 Pal St., San Diego 14, Calif.

### A MESSAGE FROM YOUR COWBELLE PRESIDENT

The CowBelles are pleased at the favorable publicity given by President Eisenhower to his favorite breakfast dish—beef bacon—especially since it was a CowBelle who introduced our product to him. Incidentally, an article in the New York Tribune on beef bacon was printed recently due to the President's preference for this delicacy.

Have you written your entry for our contest on beef promotion at New Orleans? We are giving a suitable trophy for the best promotion idea. Mrs. Fred Dressler will be in charge of this contest. Get in touch with your state president so we will know how many contestants we can plan on having. The response so far has been very gratifying.

Remember that our American National cookbooks, Beef Cookery, make excellent Christmas gifts. You can order from Mrs. John Guthrie, Rt. 4, Porterville, Calif. Individual books at \$2 apiece may be gift wrapped and sent direct to the recipients, but for this service orders must be received in Porterville by Dec. 1.

Make your plans for a wonderful vacation at New Orleans, Jan. 8 to 11.

—Arlene Watt, President

### HERE AND THERE WITH THE COWBELLES



Mrs. Chester Paxton, president of the Nebraska CowBelles, prepares a tempting beef and vegetable dish in her modern kitchen. Mrs. Paxton demonstrated this same dish on an Omaha television station in September.

NEBRASKA CowBelle President, Mrs. Chester Paxton, appeared on radio station KFAB on Sept. 29 for a beef promotion interview and on a beef promotion program on TV. On the evening of Sept. 29 Mrs. Paxton was honored as the Queen of Ak-Sar-Ben, livestock show and rodeo.

On September 30 Mrs. Paxton, Mrs. Bern Coulter, wife of the president of the Stock Growers, and Mrs. Maurice Peterson, chairman of the beef promotion committee, each prepared a beef dish on a Homemakers Show on television.

In the midst of this whirlwind of activities, these dynamic Nebraska ladies managed to persuade the management of the hotel where they were staying to add beef sausage to the menu.

NORTH DAKOTA CowBelles are one of the member organizations of the North Dakota Council for Education. On Oct. 3 and 4, Mrs. Dave Robinson and Mrs. Fred Wojahn attended a conference in Bismarck as a prelude to the White House Conference on Education called by the President for the end of November.

The Southwestern (Colo.) CowBelles met near Mancos on Oct. 9 for a potluck dinner and business meeting. The "Calf to Counter," essay contest was discussed and an essay council appointed. The CowBelles voted to sponsor for the next five years a trophy for the 4-H fat beef winner. Plans were made for a bake sale in November, and other money raising projects will be discussed at the next meeting on Nov. 8.

# POLLED HEREFORDS

The West's Leading Annual Polled Event

SHOW  
and  
SALE

Denver, Colo.

Dec. 8-9-10

Denver Union Stock Yards  
Show -- Dec. 8-9

Females sell—1:00 P.M., Dec. 9  
Bulls sell—10:00 A.M., Dec. 10

170 HEAD ENTERED IN SHOW  
75 HEAD IN SALE

—27 Consignors from 7 States—

Bar LO Hereford Ranch—Davenport, Wash.  
L. D. Bax—Mt. Morrison, Colo.  
Bethel Hereford Ranch—Kremmling, Colo.  
Foley Farms—Santa Barbara, Calif.  
D. O. Goier—Banner, Wyo.  
H K H Ranch—North Platte, Nebr.  
Fred Hagemann—Holyoke, Colo.  
Hanson Hereford Farms—Red Wing, Minn.  
Harwood's Willow Springs Ranch—Morrison, Colo.  
Hervale Farms—Wayne, Nebr.  
Homestake Ranch—(Widney & Curtis) Cornish, Colo.  
Erwin Kuhlmann—North Platte  
Kenneth Kuhlmann—North Platte  
Orvil E. Kuhlmann—North Platte  
John M. Lewis & Sons—Larned, Kans.  
Otto A. Maul & Sons—Kiowa, Colo.  
C. K. Mousel—Edison, Nebr.  
R. Wendell Mousel—Cambridge, Nebr.  
Carl A. Norgren—Denver, Colo.  
P R Hereford Ranch—Pittsburg, Tex.  
John E. Rice & Sons—Sheridan, Wyo.  
Scouts Rest Ranch—North Platte  
Shain Hereford Ranch—Torrington, Wyo.  
L. A. Snavely & Son—North Platte  
Carl Taussig—Boulder, Colo.  
Walton Polled Herefords—Akron, Colo.  
Witwer Herefords—Greeley, Colo.  
Perry Workley—2785 South Wadsworth, Denver

Sponsored by

NATIONAL WESTERN  
POLLED HEREFORD ASSN.

Carl Norgren, Denver, Colo., President  
Jim Gill, Coleman, Tex., Vice-President  
Paul Patridge, Golden, Colo., Secy.-Treas.

For a catalog write:  
Harold Fulcher, Sale Manager  
910 Gaylord, Denver 6, Colo.  
Judge, Dan Thornton  
Auctioneers, H. B. Sager  
Charles Corkle

**Year  
after year,  
after year . . .  
the leader**

**WHR bulls have  
built herds in  
44 states**

No fads in breeding here, but tested, solid bred-in strength, uniformity, quality.



**WYOMING HEREFORD RANCH**  
Cheyenne, Wyoming

### Cattlemen, Feeders Elevator Operators:

Roller Mills—all makes, all sizes, from \$295, including 1 HP motor and magnets, to \$6,000 less motor; also bucket elevators, screw conveyors, feed and molasses mixers, steam generators, vacuum air lifts, millwright service, etc.

Write to

### THE ROLLER MILL EXCHANGE,

Dept. 1

P. O. Box 174

Aurora, Colo.

**Cattle King OILER**

Improved ROLL-TYPE "SPRING-ENCASED"

ONLY \$18.75 POSTPAID

Cattle treat themselves. Rub insecticide all over. Apply it where and when needed. Improved, new-type roll applicator gets real results at really low cost. Roll is "spring encased" for longer wear and greater "scratches" ability. Easy to fill with patented filler magazine. Easy to install! No pulleys or weights. Attaches to any post.

**SPECIAL OFFER! . . .** Now, limited time! With your Cattle King Oiler, get 1 Gal. of Rotenone Concentrate, which mixes 1 to 20 with #2 fuel oil for use in oilers . . . BOTH for only \$31.50, Parcel Post Prepaid. Send cash with order, or C. O. D. plus postage, if you prefer. Write—

Cattle King Co., Box 114 AC Omaha 12, Nebr.

The Santa Clara County (Calif.) CowBelles held a luncheon meeting on Oct. 13. A report on a very successful rummage sale was given by the chairman, Mrs. Phylis Matteis. Final plans for the CowBelles' annual charity dance were made. Chairman of the day was Mrs. Louise Charlton.

\* \* \*

Former officers and committee chairmen of the North Dakota CowBelles have formed what they call an "Alumni"—purpose is purely social and there are no dues, no duties, no "nothing." They plan to meet twice a year at members' houses just to keep alive the pleasant relationships begun during their terms of office.

\* \* \*

Mrs. Fred Wojahn, North Dakota's publicity chairman, postcards that at the booth at the county fair sponsored by the stockmen more than 750 persons registered for the "Beef Cookery" drawing, and many copies were sold.

\* \* \*

At the September meeting of the Tulare County (Calif.) CowBelles, Mrs. John Guthrie, former president of the National, reported more than 14,000 cook books sold and sales still growing. The group's booth at the 1955 Porterville fair was highly successful in local beef promotion and the county-wide Beef For Father's Day program had gone over well in Tulare County. The group met again on Nov. 5, with a business meeting at noon and the afternoon devoted to helping the Tulare County Cattlemen with details of their annual banquet held in Porterville that evening.

\* \* \*

Okanogan County (Wash.) CowBelles were served a roast beef luncheon by the Twisp Grange ladies on Sept. 27. Mrs. Parm Dickson reported new beef recipes will be put in the meat markets soon by the beef promotion committee. A report was made by Mrs. Ray Kinchelo, state president, on the annual meeting in Aberdeen. The Okanogan County CowBelles, assisted by the cattlemen, and the Omak and Okanogan Chambers of Commerce, were hosts to 100 people at a chuckwagon feed in the ski lodge above Conconully on the last day of a July tour of purebred ranches sponsored by Western Livestock Reporter.

Mrs. Sam Smith, chairman of the Okanogan County (Wash.) fair committee reports a great deal of interest in the CowBelle and Cattlemen's "Chuckwagon" both at the fair on Sept. 9 and 10. Prizes of beef products were given away and copies of "Beef Cookery" presented to top F.F.A. and 4-H girls.

\* \* \*

Colorado CowBelles settled down to a busy winter season after a fairly inactive summer. Elbert Belles met on Sept. 26 and decided to sponsor an essay contest open to senior high students, on the subject "Why Eat More Beef?" North Fork Belles met on Sept. 19. They voted to place a memorial book in the Hotchkiss Library in memory of

Elsie Cronister. Las Animas Belles held an afternoon steak fry on Oct. 2. Kannah Creek CowBelles' kick-off fall meeting was held on Oct. 4. Mrs. Mary Wadlow reported on the executive board meeting in Pueblo and the state convention in Ft. Collins. Plans were made for the November program for the Western Colorado CowBelle Council.

\* \* \*

COLORADO'S western cowbelle council for the fourth year is sponsoring an essay contest for 7th and 8th grade students who will compete for a number of cash prizes. This year's contest title—"The Story of Beef, from Calf to Counter"—offers a wide range of material on which the writers may draw.

How many other groups are sponsoring a similar program? We'd like to hear from them.

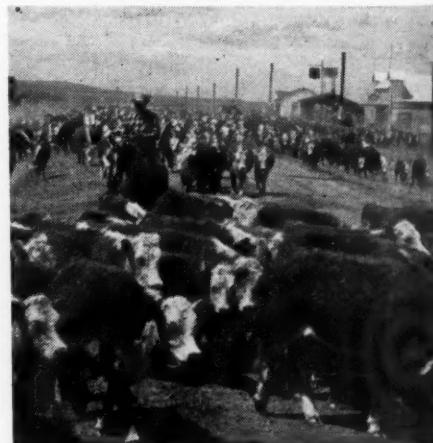
\* \* \*

BEEF COOKERY sales to date have reached the 15,000 mark, and with the vim and energy of the North Dakota CowBelles who were appointed as this year's publicity committee at the recent general council meeting, I expect this to be stepped up in the next few months. Mrs. Dave Robinson, the chairman, reports that her committee is mailing 10,000 copies of their clever circular advertising the new attractive rates for organizations wishing to use this as a fund-raising project. Five hundred or more books can be obtained for \$1.10 apiece; from 10 to 500 at \$1.20. Individual wrapping of this book with a gift card enclosure is \$2. This type order must be received by Dec. 1, for Christmas delivery.

Mrs. Carlisle is feeling much better and we are preparing for a lot of activity on the books between now and holiday time. All orders should be addressed to Beef Cookery Committee, American National CowBelles, P. O. Box 1005, Porterville, Calif.

—Marian Guthrie, Chairman

### COVER PICTURE



Cattle moving through Boulder in western Wyoming this spring. Carl Jorgenson of Pinedale is the rider up front. (Tony Fellhauer, Laramie, photo).



# SALES

**IDAH  
NOV.  
19**

**IDAHO SHORTHORN BREEDER'S ASSN.**  
**FALL SALE** Idaho Livestock Auction      **IDAHO FALLS, IDA.**  
**28 BULLS**    **10 FEMALES**  
 Several outstanding herd sire prospects and a good number coming 2-year-old range bulls. For catalog, write Glenn A. Harvey, Box 1138, Idaho Falls, Ida.

**NOV.  
19  
MONT.**

**3RD ANNUAL BULL SALE**  
 Ranch — 9 miles southwest of Hobson  
 (Heated sale barn on ranch)  
 Nov. 19 — 12:30 P.M.  
**57 HEREFORD BULLS**  
 For catalog write to: E. H. BODLEY, HOBSON, MONTANA

**NOV.  
21 & 22  
WYO.**

**181 of the very BEST HEREFORD BULLS**  
 available will show on November 21 and sell on November 22 at the Central Wyoming Fair Grounds at Casper. There will be herd bulls and the tops in range bulls to sell singly and in pens of 2, 3 and 5. Dan Thornton will judge the cattle.  
**WYOMING HEREFORD ASSOCIATION**      Tony Fellhauer, Secretary  
 Laramie, Wyoming

**NOV.  
23  
NEBR.**

**67 COMING 2-YEAR-OLD HEREFORDS**  
 Offered at Chadron, Nebr., NOV. 23, 1955, 1 p.m.  
 at Sale Pavilion, Fair Grounds  
 These bulls are large, with bone and substance . . . well fleshed for range conditions.  
 Write for Catalog      B. F. Marshall & Sons, Crawford, Nebr.

**DEC.  
2  
MONT.**

**BEAR CLAW RANCH SALE**  
 Billings, Mont. — Billings Livestock Comm. Co. — Dec. 2, 11 AM  
**HEREFORDS**  
**50 BULLS**    **50 FEMALES**  
 Several of the heifers will be bred.  
 Bear Claw Ranch, R. E. Leone, Mgr., Dayton, Wyo.

**DEC.  
3  
COLO.**

**Fifth Annual COLORADO HEREFORD BULL SALE**  
 Colorado Springs, Colo.—Dec. 3  
 100 Top Bulls consigned by 27 leading Colorado breeders.      Bulls will be graded Dec. 2. Sale at Pikes Peak Sale Pavilion.  
**COLORADO CATTLEMEN'S ASSN.—CO-SPONSOR, COLORADO HEREFORD ASSN.**

**DEC.  
8-9-10  
ICOLO.**

**POLLED HEREFORDS SHOW & SALE**  
 DENVER, COLO.—DEC. 8-9-10  
 27 Consignors from 7 States—Showing 170 head—Selling 75 Head  
 National Western Polled Hereford Assn.      For a catalog write  
 HAROLD FULSCHER  
 910 Gaylord, Denver 6, Colo.

**DEC.  
15-17  
TEXAS**

**The MILL IRON HEREFORD CO.**  
 SALE DEC. 15-16-17, 10 a.m., at CANYON, TEXAS  
 at George Nance Ranch  
**350 RANGE BULLS AND HERD BULLS**  
**250 HEIFERS AND 300 COWS**  
 175 calves at foot  
 For catalog write: Mill Iron Hereford Co., Childress, Tex.

## WHR SALE TOP \$15,000

The sale held last month at the Wyoming Hereford Ranch, Cheyenne, registered total receipts of \$144,305 on 81 lots to average \$1,782. Forty bulls figured \$2,407 and 41 females \$1,172; the top bull brought \$15,000 from a Canadian buyer; the top female went to Idaho at a price of \$2,550. The sale's second-high price was \$12,000.

The many buyers came from 16 states and from Canada, and the bidding was lively as the prices paid went \$300 a head above the sale average set last year.

## CHICAGO FEEDER TOP \$23.50

Champions of the Chicago Feeder Cattle Sale last month were 20 Angus steer calves in a load consigned by Horse Creek Ranch, Thedford, Nebr. The animals averaged 633 pounds and brought \$23.50 per cwt. at auction. J. D. Ackerman of Colorado Springs had the reserve champion load. Hereford yearlings which sold at \$22.

## N BAR SALE AVERAGE \$121

Buyers from Utah, the Dakotas and throughout Montana were in Grass Range, Mont. last month when the N Bar Ranch held its annual Angus sale, and their purchases totalled \$46,323 for 382 head. The 180 commercial heifer calves averaged \$101; 50 registered yearling heifers averaged \$140. Nine registered yearling bulls brought a \$163 average, and 40 registered bull calves showed a \$147 price average.

## OHIO SALE TOP \$27,000

The third annual sale at McCormick Farms in Medina, O. saw Hereford breeders invest an average of \$1,810 for 84 lots of purebred animals; total in the sale was \$152,905. Top selling bull was sold for \$27,000; the second high price was \$6,750. Seventy-one females brought a total of \$108,630, to average \$1,530. Top seller was \$4,350; second high was \$4,225.

## NEW HEREFORD PRESIDENT



Dale Carithers

Dale Carithers of Mission San Jose, Calif., was elected president of the American Hereford Association at the annual membership meeting Oct. 17. The new president has made outstanding contributions to the Hereford industry as a breeder and judge of cattle. He judged the Pacific International at Portland two years, the Southwestern at Ft. Worth in 1948, and the International in Chicago in 1941. He has served on the board of directors of the association five years.

AMERICAN CATTLE PRODUCER

HREF  
 and  
 national  
 last in  
 He  
 Hill of H  
 pi  
 we  
 by  
 1,0  
 Ne  
 Ja  
 too gra  
 division.

PACI  
 More  
 brea  
 200 hea  
 the Pac  
 Show th  
 a junio  
 Double  
 Ore, an  
 from th  
 Ranch,  
 Descans  
 the fem  
 ranch,

ROY  
 Junio  
 horn bu  
 Livestoc  
 summer  
 Brother  
 champio  
 a Heref  
 Lewter  
 college  
 homa A  
 and Kan

The  
 1955  
 Show  
 broug  
 states,  
 by Joh  
 Kan.  
 mer y  
 exhibi  
 tobia,

A bl  
 mer ye  
 grand c  
 Royal R  
 The an  
 Kennet  
 and it

In th  
 Americ  
 head w  
 states.  
 calf, w  
 Wichita  
 ship i  
 a two-  
 Ranch,

CO  
 AVI

In a  
 held la  
 Bern a  
 \$17,690  
 brought

Novem

## HEREFORDS WIN AT PORTLAND

Grand champion of the Pacific International Livestock Exposition at Portland in October was a 1,020-pound Hereford shown by 14-year-old Fritz Hill of Helix, Ore. The reserve champion, weighing 1,050 pounds, was shown by Kenneth Naugle of Nampa, Idaho. An 1,050-pound Hereford exhibited by Ned Jameson of Ellensburg, Wash., took grand champion honors in the FFA division.

## PACIFIC HEREFORD WINNERS

More than 300 spectators saw purebred Hereford breeders parade some 200 head through the show ring at the Pacific International Livestock Show this year. The champion bull, a junior yearling, was shown by Double M Hereford Ranch, Adams, Ore., and the reserve champion came from the herd of Lucky Hereford Ranch, Gilroy, Calif. Oliver Ranch, Descanso, Calif. had the champion in the female division; Clemens Hereford ranch, Philomath, Ore., showed a junior calf to the reserve spot.

## ROYAL STOCK SHOW NOTES

Junior and grand champion Short-horn bull of the 1955 American Royal Livestock Show at Kansas City was a summer yearling shown by Mathers Brothers of Mason City, Ill. The grand champion junior steer of the show was a Hereford shown by 10-year-old Lile Lewter of Lubbock, Tex. In the Inter-college livestock judging contest, Oklahoma A&M College took first honors and Kansas State College second.

\* \* \*

The Polled Hereford Show at the 1955 American Royal Live Stock Show in Kansas City last month brought animals from herds in six states, with the champion bull shown by John M. Lewis & Sons of Larned, Kan. The champion female, a summer yearling heifer, was owned and exhibited by Double E. Ranch, Senatobia, Miss.

\* \* \*

A blocky Angus, a 1,075-pound summer yearling Angus, was named 1955 grand champion steer of the American Royal Livestock Show in Kansas City. The animal was owned and shown by Kenneth Eitel of Green Castle, Mo. and it later sold for \$6.22 per pound.

\* \* \*

In the Hereford judging at the 57th American Royal show, more than 200 head were shown from herds in nine states. The champion bull, a senior calf, was shown by J. S. Bridwell of Wichita Falls, Tex. The championship in the female division went to a two-year-old from Woody Hereford Ranch, Barnard, Kan.

## COULTER HEREFORD BULLS AVERAGE \$479 IN NEBRASKA

In a registered Hereford bull sale held last month at Bridgeport, Nebr. Bern and Cal Coulter sold 39 lots for \$17,690 to average \$479. The top bull brought \$1,050.

# BULLS FOR SALE AT PRIVATE TREATY

## FRANKLIN HEREFORDS

A reliable source of practical, dependable registered Hereford breeding stock. Yearling bulls for sale now.

B. P. Franklin  
Meeker, Colo.

### POLLED OR HORNS HEREFORD BULLS

Our bulls have sired top selling feeder cattle  
for many commercial cattlemen

RUGGED BULLS      REASONABLE PRICES

A. B. Hardin

Phone O22F23

Gillette, Wyo.

We have 50 yearling bulls, a top bull calf and 150 females for sale. All cattle went into Nebraska ranches to average \$500. We like to improve Nebraska cattle, but I know others need help, too.

### F. E. MESSERSMITH & SONS

Alliance

Nebraska

"Our Herefords build the beef where  
the highest priced cuts of meat grow."

## ABERDEEN-ANGUS CATTLE N BAR RANCH

Purebred and  
Commercial

MONTANA

## CHANDLER HEREFORDS

Range Bulls of Uniform Quality in Carload Lots

Herbert Chandler      Baker, Oregon

### CHAMPION OF AMERICAN ROYAL



Royal Larry D 42, a senior calf, champ of the 1955 American Royal. He was shown by J. S. Bridwell, Wichita Falls, Tex. More than 200 of purebred Herefords participated in the breeding show. In the picture the past president of the American Hereford Association, Hargrave Cunningham, Marshall, Va., is presenting the championship ribbon to W. R. Thurber, manager of Bridwell Hereford Ranch. (Photo by American Hereford Association).

## SANTA GERTRUDIS FEATURED IN DALLAS SHOW AND SALE

At Dallas last month a two-year-old heifer owned by C. E. Kennemer, Jr. of Dallas and a bull shown by T. N. Mauritz & Son of Ganado, Tex. took top honors in the Santa Gertrudis division of the Pan American Livestock Exposition in the State Fair of Texas. The grand champion female weighed 1,450 pounds, the bull 2,350. John Martin of Alice had both the reserve bull and the reserve female. A total of 118 head of the big cherry red cattle were shown in this third year of competition at the fair. Preceding the show, the East Texas Breeders Association, an affiliate of the Santa Gertrudis Breeders International, held a sale in which 59 animals brought a total of \$40,000.



SIXTY-EIGHT CALVES IN YAVAPAI CALF SALE



The calf sale put on annually for the past 22 years by the Yavapai Cattle Growers in Arizona attracted an enthusiastic crowd of about 2,000 people, according to the account in Mrs. J. M. Keith's Arizona Cattle Growers' Newsletter. President of the Yavapai group is Jim Coughlin; barbecuing operations at the event were in charge of the vice-president, Brad Stewart.

As in the past 21 years, Hays Ranch in Peeples Valley was again the scene of the give-a-calf sale, in which this year 68 calves were included. These averaged 414.2 pounds per head and they brought \$98.25 a head, figuring \$23.72 per cwt. Joint purchasers were the University of Arizona and the Arizona Hereford Association; the animals will be used in a feeding experiment at the university. First prize in the calf judging went to Cowden Livestock Company; Jim Cochran took second.

## SAN ANTONIO SHOW DATES

San Antonio's seventh annual livestock exposition will offer \$86,000 in prize moneys during the 10-day show booked for Feb. 10-19, 1956. Five new divisions have been added; these include Charollaise and Charbray cattle.

## SOME ANGUS FIGURES

In the past 12 months 2,559 new registered herds of Aberdeen-Angus have been founded, according to the American Aberdeen-Angus Breeders Association, which also reports more registered Angus were transferred to new owners during the past year than in any similar period of breed expansion. Total purebred transfers in 1955 came to 147,631—10,259 more than in 1954.

## MILKING SHORTHORN CHAMPION

The champion Milking Shorthorn steer on foot with Harry Clampitt at the halter at the National Milking Shorthorn Steer Show, Waterloo, Ia., exhibited by Clampitt Farms, New Providence, Ia. This steer was 14 months of age, weighed 1,125 pounds, dressed 63.20 per cent and graded "choice."

## HEREFORD ACTIVITY TOLD

Activities by the nation's Hereford industry in the past fiscal year were outlined by Secretary Paul Swaffar at the American Hereford Association's annual business meeting in Kansas City last month. One hundred breeders in 25 states recorded more than 200 calves last year. In addition to providing premium moneys for breeding classes and steer shows at major livestock expositions, the association last year supplemented premiums at smaller shows, fairs, fat steer and junior breeding heifer projects in 43 states.

## FORT WORTH PREMIUMS OTHER DETAILS ANNOUNCED

Cash awards for all livestock competing in the 1956 Southwestern Exposition and Fat Stock Show at Fort Worth will total \$118,328. Dates are Jan. 27-Feb. 5. In beef breeding cattle, Brangus animals will be shown in competition for the first time, vying for \$2,000 in cash awards. Santa Gertrudis will make their second appearance, dividing \$1,000 in premiums. Hereford prize money total \$13,800; Polled Herefords \$5,000; Angus \$10,000; Shorthorns \$6,000; Brahmas \$2,000. In addition, \$6,335 is allotted to the carlot and pen bulls in Hereford, Angus and Shorthorn. Junior prize money will include \$3,087 for steers.

## RETZLAFF SHORTHORNS SELL

At Walton, Nebr., last month a Shorthorn sale at the Carl Retzlaff ranch showed total receipts of \$14,280 on 44 lots for a \$325 average, 11 bulls figuring \$497, 33 females \$267. The top bull brought \$1,750 and the top female \$445.

## RED BLUFF ENTRIES COMING IN AT FAST CLIP

For the 15th annual Red Bluff (Calif.) Bull Sale, Manager Don Smith reports 42 horned Hereford breeders had, late last month, consigned some 240 head from California, Nevada, Washington, Oregon, Wyoming and Utah. With 44 head already entered from California, Oregon and Colorado, the event will feature more Polled Herefords than at any previous time. On Shorthorns, some 16 breeders would bring in around 65 head from Washington, California and Nevada. The number of Angus bulls will be somewhat greater than in previous sales at Red Bluff, with 30 head listed by 12 breeders operating in California, Idaho, Washington and Oregon.

For the first time, pens of two as well as pens of three and five will be featured in the show and sale.

\* \* \*

Some men are willing to patch up a quarrel, providing they are allowed to pick the patch.

CHICAGO  
New York  
national  
held in  
show's P  
of Ameri  
money a  
hat be  
Hereford  
cage eve  
the aren  
breeds a  
Internati  
the natio  
Hereford  
\$7,000.  
has bee  
other bo  
\$10,000  
horns an  
horns.  
to 1,175  
steers a  
calves.

The  
Live S  
will fo  
Polled  
Polled  
take pl  
ford s  
Premium  
\$7,000,  
Polled  
ing \$5,

HOUSTON  
LATIN-

The i  
1956 Ho  
soring t  
America  
terest o  
22-Mar.  
travels  
and the  
livestoc  
year t  
sponsori

VON  
The  
Earl vo  
Wyo.,  
and 63  
\$25,440

The  
Heref  
sas Ci  
of Mis  
Mitche  
presid  
was n  
to di  
were  
Kan.;  
Nebr.  
Horn,  
Feat  
tion's  
memb  
retary  
time  
Heref

Novem

## CHICAGO SHOW WORK STARTED

Work has begun on the 56th International Livestock Exposition, to be held in Chicago Nov. 25-Dec. 3. The show's president, Albert K. Mitchell of Albert, N. M., states more premium money and a number of new features have been added this year. Polled Herefords will have classes at the Chicago event for the first time, sharing the arena tanbark with the horned breeds and Polled Shorthorns. The International has been designated for the national show and sale for Polled Herefords, and premiums are set at \$7,000. Prize money for Herefords has been increased to \$15,000, and other beef breed premiums will be: \$10,000 for Angus, \$8,000 on Short-horns and \$3,500 on the Polled Shorthorns. Weight levels have been raised to 1,175 pounds for summer yearling steers and 1,050 pounds for senior calves.

\* \* \*

The 56th annual International Livestock Exposition at Chicago will for the first time have a separate Polled Hereford classification. The Polled Hereford National Show will take place Dec. 1-2; the Polled Hereford sale will be held on Dec. 2. Premiums for the breed will total \$7,000, of which the American Polled Hereford Association is giving \$5,420.

## HOUSTON SHOW SPONSORS LATIN-AMERICAN TOURS

The international committee of the 1956 Houston Fat Stock Show is sponsoring two invitational trips to Latin America this month to stimulate interest of foreign cattlemen in the Feb. 22-Mar. 4 show. One delegation travels to Central American countries and the other visits South American livestock centers. This is the second year the good-will trip has been sponsored.

## VON FORELL SALE FIGURE \$404

The October Hereford bull sale by Earl von Forell & Sons at Wheatland, Wyo., saw the top bull sell for \$1,500 and 63 lots bringing in a total of \$25,440 for a \$404 average.

## HEREFORDMEN ELECT

The new president of the American Hereford Association, elected at Kansas City last month, is Dale Carithers of Mission San Jose, Calif. Albert K. Mitchell of Albert, N. M., former president of the American National, was named vice-president. Renamed to directorships in the association were Walter M. Lewis of Larned, Kan.; Earl H. Monahan of Hyannis, Nebr., and Oliver M. Wallop of Big Horn, Wyo.

Featured speaker at the organization's annual banquet, attended by 600 members and guests, was Navy Secretary Chas. S. Thomas, son of a one-time secretary (1884-1911) of the Hereford association.

## AK-SAR-BEN WINNERS

Grand and reserve championship honors at the Ak-Sar-Ben Livestock Show in Omaha some weeks ago went to Herefords. The top spot was taken by Leo Gentrup, 19, of Beemer, Nebr. on a 965-pounder; the reserve animal was shown by Judy Horst, 14, of Windsor.

## BRAHMAN SHOW DRAWS WELL

A three-year-old 2,145-pound bull owned and shown by A. Duda and Sons of Cocoa, Fla., was named champion at the National Brahman Show, in the Pan-American Livestock Exposition of the State Fair of Texas, Dallas. The champion cow was a three-year-old 1,565-pounder owned by J. D. Hudgins of Hungerford, Tex. Present for the event were purebred breeders and commercial producers of the United States, and some 350 cattle raisers of Central and South America and the Caribbean region, and even one man who traveled from Southern Rhodesia.

## PACIFIC RESERVE

The reserve champion steer, a Shorthorn, in the open class at the recent Pacific International Exposition, Portland, Ore., fitted and shown by Washington State College, Pullman. WSC's swine herdsman, Elden Andrews, showed the steer for Beef Cattle Herdsman Dave Foster, who could not be present. The steer also won his class and was named champion Shorthorn. He was bred by Henry Fisher, Jr., Belmont, Wash.

## TOP AT BRAHMAN SHOW

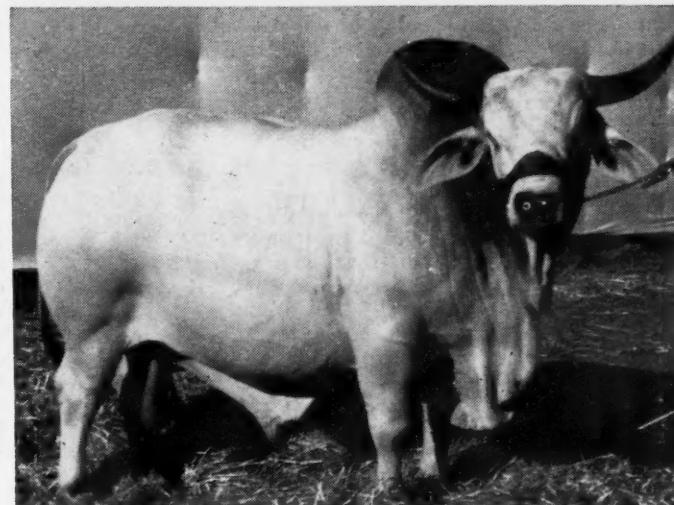
Emperor Manso 24th, three-year-old bull owned by A. Duda and Sons of Cocoa, Fla., was named champion bull of the National Brahman Show held in conjunction with the State Fair of Texas and Pan-American Livestock Exposition, Dallas, Oct. 8-24.

## BRAHMANS AVERAGE \$690

At the recent Kissimmee (Fla.) International Brahman Show and Sale, 34 registered animals sold for an average of \$690 to both Latin American and Florida buyers. Nineteen bulls sold for an average of \$713 and 15 females averaged \$661. The top animal in the sale was a bull which brought \$1,900 when sold by Clyde J. Keys of St. Petersburg to the Circle O Ranch at New Smyrna Beach. The top selling female went from Frank Doudera of West Palm Beach to a South American buyer.

## FINLEY SPEAKS AT MEETING OF SANTA GERTRUDIS MEN

Joe B. Finley of Encinal, Tex. will be the featured speaker when the Santa Gertrudis Breeders International holds its annual meeting Nov. 12 in San Antonio; his subject will be "The Place of Breeds Other than British in Beef Production as Viewed by a Breeder-Feeder." President of the association he will address is Richard M. Kleberg, Jr.





**Jim Coughlin of Yarnell, Ariz., president of the Yavapai Cattle Growers, here hands the prize for the best calf of 68 consigned to the recent Yavapai sale to Raw Cowden of Phoenix.**

#### **RECORD OF PERFORMANCE ASSOCIATION STARTED**

An organization called the American Beef Cattle Performance Registry Association has been formed at Amarillo. Our December issue will carry a story on a Nov. 8 meeting to discuss ways to get national recognition.

#### **BENSON'S PROGRAM**

Secretary of Agriculture Benson has proposed a program for farmers as follows: (1) More soil conservation "and incentive payments to divert land into grass, trees and forage"; (2) Purchasing programs to remove surpluses; (3) A stepped-up surplus disposal program and expansion of exports; (4) A program in the Plains of "more balanced farming practices" and possible return of some marginal crop lands to grass; (5) More rural development programs to help low-income farmers; (6) More research, emphasizing lower costs of production, new uses for farm products, development of new crops and expansion of markets.

#### **NEW BOARD MAKEUP**

There are wildlife representatives on the Taylor Grazing Boards now. After a year's trial run, recommended by the National Advisory Board Council in 1954, 10 wildlife representatives from district boards were selected to represent the 59 grazing districts.

#### **SPECIAL AG CIRCUIT**

The USDA has a special teletype circuit out of its Cincinnati market news office on livestock market reports. It is offered to subscribers on payment of a prorata share of the cost. There is a similar set-up in operation in California, and we understand one is now being offered to subscribers out of the Denver office. We had a story on the San Francisco system some months ago. Cost per subscriber there was about \$50 a month.

## **An Ancient Breed On The Upswing**

By HAZEL PEASE

(In the belief that there is an interest among stockmen in some of the less well known breeds of cattle now being raised in this country, the PRODUCER offers the following information about Charcross and Galloway cattle. These will be followed by other like stories.)

**I**N THE EARLY PART OF THE twentieth century when Galloway cattle were first being introduced into the United States and Canada, the breed enjoyed a short period of popularity. But this popularity was short-lived and the breed dropped into near-oblivion. Breeders, who should have been promoting them for their ruggedness and great ability to convert rough, coarse feed into bank deposits, were doing little or nothing to enlighten the public as to the potentialities of the breed.

Now we all know what the livestock show and high-pressure advertising have done for the more popular breeds; but until recently the merits of the Galloways were unsung and they have remained for years almost unknown.

Yet many of the old-timers who ran Galloway cattle were so sure that the breed was good enough to make itself known, that they stubbornly refused to promote it in any way. But in this fast moving, competitive society of ours it is impossible for a mere cow to prove her abilities without the help of man.

Up-to-date breeders are now rectifying the mistakes of the old-timers. They believe just as firmly in the breed's fine qualities, but they also believe in doing something about them. Charles C. Wells, secretary of the American Galloway Breeders Association at South Fork, Mo., has worked tirelessly for the past few years to bring these cattle to the top.

Similarly, Harold W. Todd and Patricia Anderson, both of Bozeman, Mont., and Mr. and Mrs. Earl Shoop, who operate the Glacier Galloway Ranch at Browning, Mont., have done much for the Galloway.

These people are determined to make the name Galloway as familiar to the American public as Hereford, Short-horn and Aberdeen-Angus.

The Galloway's ruggedness and thriftiness are due largely to environment. The bitter winds of Scotland where the breed had its origin instilled a great hardiness into these cattle.

The cold, sea-driven winds of Scotland also played a major role in the development of a remarkably protective coat of hair. The Galloway really has two coats: An outer coat of long black hair, more pronounced on the younger animals, and a thick, soft, fur-like undercoat. This double coat permits a Galloway to withstand raw winter wind and bitter cold, and it protects the cow from insect pests.

The Galloway is one of the outstand-



**Champion Galloway bull at Montana Winter Fair, owned and shown by Patricia Anderson of Bozeman.**

ing beef where the taste of G...  
duced on a often in stores.

AS FAR as...  
transmits his offspring purchased awhile and later, the be identified characteri...



In the ...  
of the liv...  
ured with...  
years, one...  
development...  
now rec...  
breeds. A...  
Braford,...  
Gertrudis...  
acceptanc...

One ma...  
is Clint F...  
program...  
themselves...  
product o...  
the Guze...  
The Ch...  
largest i...  
are the r...  
draft ani...  
their nat...

The C...  
British ...  
claims fo...  
meat, le...  
percentag...  
Wyo., w...  
the Ch...  
"Charcro...  
for the ...  
present f...

In test...  
breed st...  
crosses,  
rations, ...  
the cross...

A top ...

Novemb...

ing beef breeds in the British Isles, where the beef loving Britons like the taste of Galloway beef, which is produced on a minimum amount of feed—often in drought or severe winter storms.

AS FAR back as history records, Galloways have been polled. The sire transmits this feature 100 per cent to his offspring. In one instance a farmer purchased a Galloway bull, used him awhile and then sold him; twelve years later, the bull's descendants could still be identified by this and other strong characteristics.

Many people think the Galloway and Aberdeen-Angus are closely related, but the Galloway is a distinct breed. When the two breeds are crossed, the crosses are distinguishable for several generations.

These shaggy, black cattle are long-lived, the cows producing strong, healthy calves at an advanced age. They are highly resistant to such diseases as pink eye and chapped udders.

The average Galloway breeder strives for a hardy, efficient breed of cattle that makes a substantial profit with the least effort and expense. He sincerely believes the Galloway is the answer.

## Charcross Pay Off In Wyoming



Charcross steers in Farr Farms Company feedlots, Greeley, Colo.

In the United States, where progress of the livestock industry can be measured with a long rule indeed these past years, one interesting aspect is the development of a number of crossbreeds now recognized as official U. S. A. breeds. Among these are Beefmasters, Braford, Brangus, Charbray and Santa Gertrudis, all of which are finding wide acceptance.

One man making a name for his cattle is Clint Ferris, who has a crossbreeding program based on Charbray cattle, themselves crossbred animals (the product of the French Charollaise and the Guzerat—Brahma—breed of India). The Charollaise are believed to be the largest in the world, and the Guzerats are the result of long-time selection as draft animals for heavy farm work in their native countries.

The Charbray are crossed with the British beef breeds and Mr. Ferris claims for the end product more red meat, less fat and a higher dressing percentage. He ranches at Tie Siding, Wyo., where he started in 1951 with the Charbrays. He calls his animals "Charcross" and reports that demand for the beef is so great he cannot at present fully meet it.

In tests conducted with 20 standard breed steer calves and 20 Charbray crosses, fed side by side on the same rations, gains were typically greater on the crossbreds.

A top Colorado feedlot operator, Wm.

Farr of Farr Farms Company at Greeley, is now feeding these animals out. Following completion of the first feeding experiment there, results show the crossbreds made 8 per cent better daily gains and cost 8.18 per cent less for feed, labor, interest and miscellaneous expense to make a pound of gain.

The Charcross were carried to heavier weights for the restaurant trade. That trade pays a premium for Charcross beef, Mr. Ferris reports.

### THEY'RE NOT THE SAME

Cowboy or cowpuncher? A man who's been around the West a long time is authority for the statement that there's a definite difference between the two. G. F. Barry, chief brand inspector for the Texas and Southwestern Cattle Raisers at Kansas City, says a cowpuncher in the old days was a man who rode with the cattle being shipped to market by rail and with a long pole prodded animals back to their feet if they lay down or fell. A cowboy is one who herds cattle on the range, according to Mr. Barry.

### TOP HAND

Usually there is little reason to doubt the man who brags his garden is absolutely tops.

—Howard Haynes.



The famous Teco Calf Chute is unique because of the ease, speed and safety with which it handles calves. Rear swinging gate opens with slight pull of extension panel. Narrow squeeze bar exposes more of calf's side, yet holds securely. One-pull tilt and squeeze feature.

Write today for full details and prices.

**THOMPSON & GILL, Inc.**  
Madera, California

Please send me complete information on the following TECO equipment.

<input type="checkbox"/> Calf Chute	<input type="checkbox"/> Horn Weights
<input type="checkbox"/> Cattle Squeeze	<input type="checkbox"/> Gate Hardware
<input type="checkbox"/> Cattle Stock	<input type="checkbox"/> Branding Irons & Heaters

Name.....  
Address.....  
City..... State.....

### HIDE-AND-SEEK

The hunting season opens any time a bald-headed man goes into a barber shop for a haircut.

—Howard Haynes

### Are You Keeping Up

with the latest developments in your field? Here's a group of magazines that specialize in a particular subject:

#### Livestock

American Cattle Producer, \$2; Arizona Stockman, \$1.50; Southern Livestock Journal, \$2; The Sheepman, \$2; Hog Breeder, \$2; Sheep Breeder, \$2; Gulf Coast Cattlemen, \$2; Mississippi Stockman Farmer, M., \$1.

#### Horses

Rider & Driver (horses, sport, pleasure), \$5; Eastern Breeder, \$2; Ranchman (Quarter-Horse), \$2.

#### Pigeons

American Pigeon Journal (Squab fancy), \$2.

#### Poultry

Cackle & Crow, \$1; Florida Poultry & Farm Journal, M., \$1.

#### Rabbits

American Rabbit Journal, \$1; California Rabbit News, M., \$1; California Rabbit Magazine, M., \$1; Rabbit Raiser, M., \$1; Angora Rabbit Magazine, M., \$1.

Rush your subscription today. Remit in any manner convenient to you.

### MAGAZINE MART

Dept. AC

Plant City, Fla.

## Personal Mention

**J. M. "Casey" Jones** last month resigned his 15-year post as executive secretary of the National Wool Growers Association to take a similar post with the American Sheep Producers Council, which will be headquartered at Denver. The new offices will there administer lamb promotion work under Section 708 of the National Wool Act of 1954, which Mr. Jones and other industry leaders worked to have adopted. **Norman Winder** of Denver is president and chairman of the council.

**Harvey A. McDougal**, president of the California Cattlemen's Association, has been named California Livestock Man of the Year by the San Francisco Chamber of Commerce. He received the award during a special ceremony at the Cow Palace on Oct. 29 during

the Grand National Livestock Exposition, with his portrait to be hung permanently in the Cow Palace. In the words of Carl Garrison, chairman of the award committee, Mr. McDougal was selected "because he is a successful, long-time cattleman whose work has contributed notably to the overall success of California's livestock industry." Mr. McDougal lives at Rio Vista, where he produces and feeds cattle, with some purebred Herefords.

**Bob Hanesworth**, since 1951 the secretary-treasurer and chief inspector for the Wyoming Stock Growers Association at Cheyenne, has been named mountain time zone representative to the Rodeo Information Commission. He will represent the area in administering the newly created program. Mr. Hanesworth has for many years been associated with the committee promoting Cheyenne's Frontier Days.

**J. Bruce Henderson** of Millers Ferry, Ala. has received the G. F. Swift award for his outstanding contributions to the livestock and meat industry. One of his state's best known legislators and stockmen, Mr. Henderson was selected for the honor by the Alabama Cattlemen's Association. In addition to being a leading livestock producer, Mr. Henderson is responsible for the passing of considerable legislation which has improved the standards of the industry.

**Jack Turner** of Fort Worth, Tex., former secretary of the American Hereford Association, will be honored by the Saddle and Sirloin Club of Chicago on Nov. 28, when his portrait will be added to the famed gallery of leaders in the agricultural and livestock world.

**Herman Oliver**, an Oregonian who at 70 is perhaps his native state's best known career cattlemen, is the subject of the cover and feature story of "Fortnight" magazine's September issue. The four-page article is both biography and tribute; besides detailing the Oliver history and background, it salutes Herman Oliver for his courage, his civic-mindedness, his humanness and the qualities that have made him a success as a person and as a cattleman.

## THE STATE PRESIDENTS



Mr. Barlow

Norman Barlow's place, the Bar Cross Land and Livestock Company, is a family company for which he is the manager and treasurer. The ranch lies in the mountains on the upper reaches of the Wind River range at Cora, Wyo. Mr. and Mrs. Barlow and their youngster, John Perry, 8, live there, and the boys goes to a rural school on the ranch.

Mr. Barlow, president of the Wyoming Stock Growers Association, has been there 26 years. The ranch has been in the family since 1906, and some of it as early as 1890. It runs both commercial and purebred Herefords and, incidentally, carries one of the oldest brands in Wyoming.

The home ranch lies 7,400 feet up. It is composed of hay producing acres, private and forest rangeland and private pasture and is "full of lakes and streams"—a paradise for game and fish and Mr. Barlow is glad to have sportsmen if they ask permission. He says the sportsman-landowner relationship is getting better.

Cattle raised in the area are choice and usually top the market. These reputation cattle go both east and west, depending on feed conditions in the several feeding sections. This year Norman Barlow shipped to Alfred Smith of Arnold, Nebr., a reputation feeder, first trucking the cattle 120 miles to the railroad at Rock Springs, Wyo.

The Barlow breeding animals are selected on the basis of fleshing quality and on general good-doing; there is a 90-94 per cent calf crop. Hay quality in the New Fork Valley has been found in tests for protein to rate the highest native hay tested at the University of Wyoming and in laboratories interested in preparing feed for supplement.

A pressing problem, in the opinion of this Wyoming cattleman, is getting along with the high supports on feed grains. . . . "Because of our situation up here, supplements are necessary, and the squeeze is of concern to many of our members."

This association leader does not think that price supports are the answer. Instead, his organization is doing all it can to promote the consumption of beef.

Expanded activity on this and other important fronts, and a growing membership, have recently brought about a move of the association to its own new office building in Cheyenne.

Personal activities of Norman Barlow include his positions as secretary-treasurer of the New Fork Lake Irrigation District; chairman of the legislative interim committee in the Wyoming legislature; interstate stream commissioner for Wyoming and advisor to the state commission on the Upper Colorado River Commission; vice-president of the Wyoming senate.

He is active in American National Cattlemen's Association affairs and is a member of its legislative committee and for several years served as chairman of the association's public lands committee.

He is a graduate of the University of Utah.

## Deaths

**J. B. Claybaugh**: A well-known member of the American National, Mr. Claybaugh died last month at the Leadville Hospital. He was 67 and had made his winter home at Whitewater, Colo. for many years. His livestock activities at the time of his death included presidency of the Kannah Creek Cattle Association and the Western Slope Cattle Protective Association.

**Louis F. Swift, Jr.**: The grandson of the founder of the famous family packing firm ended his life at his Corona, Calif. ranch last month. Mr. Swift retired from an executive post with Swift & Company eight years ago; he had been in ill health for some time.

**William H. Schellberg**: Mr. Schellberg, who was 73 when he passed away last month in Omaha, retired in 1943 from the presidency of the Omaha Stock Yards, which he had headed since 1929 and with which his first connection dated back to 1901.

**Stafford Painter**: One of Colorado's best known cattlemen, a state legislator and former president of the Colorado Cattlemen's Association, Mr. Painter was instantly killed in a car-truck accident late last month. He was 54, and a member of the family which owned the Painter purebred Hereford ranch at Roggen.